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## Start date

Flexible

## Duration

6 months

## Languages

Good spoken and written English levels are required (B2 onwards)

## Location

Belfast, Northern Ireland

The capital and largest city in Northern Ireland, historic Belfast, boasts cool nightclubs, superb shopping and a diverse choice of eateries in equal measure. It also offers literary attractions, music venues, the arts and fabulous access to explore the Irish countryside outside this cosmopolitan city.

## Are you eligible?

Are you a registered student?

Or

Are you eligible to participate in the Erasmus+ programme?

## Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

## Role

This is a fantastic opportunity for a resourceful and innovative Digital Marketer to enhance their studies and CV by actively promoting a ground-breaking intelligent security product. Mentored throughout, you will assist in managing and coordinating a digital marketing strategy to drive consumers, designers, installers and potential distributors to the host company's website. This is an exceptional chance to take ownership of a project, use and develop a whole range of skills, alongside the advantages of adding real value to the success of the company.

## Tasks

- To drive social media activity designed to engage the distributor network markets at a national level plus increase the company SEO ranking for key search words and terms
- To manage, enhance and write copy of the creative content for social media, websites and sales materials
- Provide detailed analysis of worldwide competition for Perimeter Intrusion Detection Systems(PIDS)
- International Market Research to identify potential distributors
- Assist in managing and maintaining all CRM, Business Lead Database, Google Analytics and Social media
- Coordinate specific event participation such as exhibitions, seminars and other international events
- To support direct Sales activity as requested by team colleagues

## Desired Skills

- Marketing degree or similar
- Previous experience in marketing or B2B beneficial but not essential
- Knowledge of WordPress and HTML preferred
- Ability to execute creative and effective SEO and social media techniques
- Able to work autonomously
- Willing to undertake international travel if required

## The Host Company

The host company, with recent investment has pioneered a unique security system using microwaves to detect intruders to protect key installations and sites with long perimeter fences such as airports, building sites, military and Industrial installations. They are currently looking for partners and distributors throughout Europe and to achieve this, they are launching an extensive marketing and advertising campaign.