

**ESPA****Digital Marketing Internship** (KURDM3101)**Apply here****Start date**

Flexible within the next 3 months

Duration

6 months

Languages

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

Location

Cookstown, Northern Ireland

Cookstown is situated in beautiful countryside, of which many locations are featured in the series Game of Thrones, including the famous "Dark Hedges". The fourth largest town in the country, Cookstown is close to Lough Neagh, the largest lake in Ireland and only an hour's drive from the capital Belfast. The town itself has many busy pubs and eateries, so there is always something to keep you occupied.

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 creative, motivated Digital Marketer to assist the host in becoming the UK's number one jewellery brand for women. Mentored throughout, you will assist in developing the brand through social media, including development of content and online campaigns to drive traffic to the website. You will also research the competition and develop a social media strategy, reporting to management on a regular basis. This is a great chance to take ownership of a project and build a solid foundation for your future.

Tasks

- Research and analyse social media trends
- Develop content and campaigns in line with the brand aesthetic and the promotional and events calendar, to increase engagement as well as driving traffic, to the website
- Produce regular engagement and trend reports
- Research competitor brands and develop a social media strategy
- Research and target influencers who identify with the brand to develop working relationships

Personal Skills

- Working towards a degree in Marketing or similar
- An interest in fashion and jewellery
- Adept at social media marketing
- Knowledge of WordPress or HTML, SEO, Google analytics a **bonus**
- Practical experience using social media software; for example, Facebook, Mail Chimp, LinkedIn and Twitter
- Self-starter, with the ability to work on your own and within a closely integrated team
- Innovative thinker with strong creative and commercial skills
- The ability to tackle creative challenges with a lateral approach
- Excellent communication skills, both written and spoken

The Host Company

The host company has been designing, manufacturing and distributing contemporary fashion jewellery and watches since 1985. They have been supplying them, through their portfolio of brands, to airlines across the world along with many international customers. In addition to exhibiting in the UK and Ireland they have started to exhibit in Singapore, Cannes and more recently Hong Kong. With styles ranging from classic and timeless to fresh and funky and with their recent rebranding, their mission is to become the UK's number one jewellery brand for women.