



### Apply here

#### Start date

Flexible within the next three months

#### Duration

6-12 months

#### Languages

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

#### Location

##### Belfast, Northern Ireland

Belfast is the capital city of Northern Ireland and over recent years has seen a period of significant regeneration and growth. The birthplace of the Titanic, this vibrant city has a buzzing nightlife and social scene with many cultural events taking place throughout the year. Close to beautiful countryside and the famous Giant's Causeway, Belfast has something to suit all tastes.

#### 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 dynamic individual to gain an all-round marketing experience within this innovative host. Assisted throughout you will contribute to both traditional and digital marketing strategies to promote their ground-breaking product and services. You will also offer support to the sales team, organise participation and trade shows and other networking activities. This company has hosted several successful ESPA internships, so you are sure to have a rewarding experience, both inside and outside of work, in this lively city.

## Tasks

- **Database Work;** generate target lists for product campaigns and upcoming conferences with key contact information
- **Events;** assist in the organisation of live trade events, webinars and other networking events
- **Sales support;** lead generation and sales materials support including presentations.
- **Email Marketing;** use Marketing tools to create and distribute email marketing
- **Marketing material;** creation and updates of marketing materials such as product sheet, case study, whitepapers and presentations
- **Website;** content management, updates, use of Google analytics, monthly reports, SEO / SEM
- **Social Media;** content creation for and management of the following accounts: LinkedIn, Twitter, Instagram, Youtube. Photography, imagery and text
- **Blog;** creating and managing content plan for company blog and guest blog opportunities

## Desired Skills

- Degree in Marketing or other business-related course including digital marketing knowledge
- IT literate, good knowledge of Word, Excel and PowerPoint
- Creative, with design abilities. Photoshop and WordPress skills highly desirable.
- Confident, proactive and source of proposals
- All-rounder, flexible in relation to the type of work assigned
- Outgoing, approachable and fast learning
- Interest in the medical field and knowledge of medical procedures and devices

## The Host Company

The host is an innovative medical technology firm specialising in creating 3D prints from traditional X-rays to provide surgeons and clinicians with an accurate model to improve diagnoses, prepare and plan surgical procedures. This results in increased efficiencies, advancement of surgical standards and most importantly the improvement of successful patient outcomes. With continued growth, this company is continuing to revolutionise the medical sector.