



## Apply here

### Start date

Flexible within the next 3 months

### Duration

6 months

### Languages

German Speakers with 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 including [10 Game of Thrones filming](#) locations 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

A fantastic opportunity for a resourceful and innovative Marketer to enhance your studies and CV by being actively involved in promoting a world-class SaaS software product and helping define a market entry strategy into the German Market. This will involve digital marketing, market research and business planning, giving you a wide exposure to different aspects of a fast-growing startup company in the manufacturing space.

## Tasks

- Proactively create digital marketing content in both English and German and participate in distribution of the content via web, LinkedIn, Twitter, etc.
- Run digital marketing campaigns to generate inbound leads and drive prospects to webinars or other digital events, including HubSpot management.
- Run outbound marketing campaigns, following a pre-defined and automated process to identify and target top leads.
- Assist with creation of a market entry strategy for the German market by researching market size & geographic distribution of customers, identifying prospects, researching requirements to set up a subsidiary in Germany, recruitment requirements, etc.
- Provide translation of English content into German for marketing, website, and product user interface.

## Desired Skills

- Marketing, Business Studies or Engineering degree
- Ability to work autonomously
- Innovative thinker
- Good all-round IT skills.
- Previous digital marketing or lead generation experience
- Great organisational and communication skills

## The Host Company

The host company is a SaaS based software start-up transforming customer service for equipment manufacturers, providing a web-based platform for spare part identification and maintenance operations. With customers in the UK and Germany this is an exciting time to be joining the company as they look to significantly increase exposure to the German market. With a city centre location near Queens University and the freedom to work remotely as required, the company is ideally placed to offer a great internship experience. Your input will be valued, and your work is important to them.