



Apply here

Start date

Flexible

Duration

6 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 an exciting opportunity for an innovative marketing student to assist in growing the online presence of this innovative recruitment industry software provider. Concentrating on the medical sector and mentored throughout, you will assist in raising the awareness of this revolutionary platform that keeps all documentation that needs to be verified as genuine, in one place, so delivery to potential employers is seamless and recruitments can happen faster. Working with this ground-breaking host will be a great addition to your CV and boost to the career prospects of those seeking success in marketing.

Tasks

- Market research; research and co-ordinate sector data lists targeting potential customers, identify strategic contacts overseas (medical profiles), sector analysis
- Social media marketing and blogging to raise brand awareness among targeted audiences
- Website content planning; writing and management
- Creating and delivering regular mail campaigns
- Perform research, run key word campaigns and other marketing activities to support the marketing team
- Collate and analyse data from marketing campaigns to evaluate effectiveness

Personal Skills

- Degree or Masters in Marketing, Advertising and Communications or associated discipline is desirable.
- Excellent organizational, planning and co-ordination skills.
- A proactive attitude and enthusiastic approach to work
- Excellent written and oral communications skills in English
- Knowledge of WordPress
- Advanced Microsoft Office skills; Excel, Word and PowerPoint
- Knowledge in the use of email marketing software, such as MailChimp.
- Knowledge of co-ordinating social media accounts and campaigns (particularly Twitter, Facebook, LinkedIn and YouTube)

Good to have

- Knowledge of the Web content management systems

The Host Company

This innovative host company provides a software platform to help in the recruitment of nursing and other medical staff which enables recruiters and agencies to verify important qualifications, memberships and references from formal sources, seamlessly. Having all these factors verified in one location will save time and money. This will also prevent fraudulent applications from unqualified individuals who could be employed under false pretences, with devastating consequences. With the ability to adapt their product to other sectors, this platform is set to revolutionise the recruitment industry.