



## Apply here

### Start date

April 2022

### Duration

6 months

### Languages

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

### Location

Belfast, Northern Ireland

One of the World's most famous university cities, Queens is a beautiful place. It is steeped in history and studded with picturesque buildings, yet maintains the feel of a young city, thanks to its large student population. This buzzing city has something for 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 an enthusiastic and creative graphic design student with a keen interest in digital marketing, to get hands-on experience in this innovative start-up company. Mentored throughout, you will assist in all aspects of digital marketing to drive interest and awareness the company's skills platform. With an ambitious vision to transform how people think about career progression, this host company has the potential to deliver true innovation. You will play an important role in their future success, making this a great addition to your CV and future career prospects. The work will be fast paced and exciting, with the opportunity to work on 'go-to-market' strategies for sectors, as well as investment campaigns for the broader business.

## Tasks

- Identify, build and deliver content, video, documents, brochures, email campaigns
- Support day to day delivery of the content communication calendar
- Creative support for planning, posting and engagement; helping to build communities.
- Visually communicate interesting and engaging content to support social media and blogs
- Digital marketing support e.g. website maintenance, page building, blog, GA Analysis, SEO optimisation, PPC, Paid Social
- Ad Hoc Marketing Support e.g. events, webinars, database management
- Daily monitoring and weekly reporting on engagement metrics

## Personal Skills

- Working towards a marketing degree or similar
- Proactive and committed attitude, able to manage own time, multi-task and prioritise
- Excellent English verbal and written communication skills
- Social media experience, personal usage essential, working knowledge highly beneficial
- Experience of creative design software such as Adobe CC
- Desirable - personal experience/interest in photography, videography

## The Host Company

Founded in 2018, the host is a start-up, whose technology provides skills maps and identifies learning and development needs, enabling employers to grow skills internally, and adapt to a skills first approach. This approach is crucial in differentiating workforce capability from average organisations to outstanding ones, ensuring staff are relevant and adaptable and ready to rise to the challenge of this new 'Fourth Industrial Revolution'. Their AI driven skills, forecasting and insights, develop purpose and engagement for staff and, agile talent planning for the business delivering training solutions in real-time.