



## Apply here

### Start date

March 2022

### Duration

6 months

### Languages

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

### Location

#### Lurgan, Northern Ireland

Lurgan is a town in County Armagh, near the southern shore of Lough Neagh. Lurgan is about 18 miles south-west of Belfast and is linked to the city by both the M1 motorway and the Belfast–Dublin railway line.

### 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 innovative individual to gain hands on experience in all aspects of digital marketing. The role will see a strong emphasis on brand related activities and you will gain invaluable experience, whilst promoting and positioning this host company, that specialises in digital technology for a school's health and well-being platform, this platform is on course to transform the market in education technology. You will also take ownership of the social media strategy and be responsible for co-ordinating with schools and sporting groups to showcase the use of the platform. This is a great opportunity to gain hands-on digital marketing experience, in an exciting B2B organisation.

## Tasks

- Manage real-time social media comments and engagements, helping to build communities and deliver a real-time, personalised experience to our audiences.
- Assist in writing, sourcing, and developing engaging content for a range of channels.
- Work closely with internal and external teams, to deliver on brand experiences to our existing and prospect customers.
- Conduct market research as necessary.
- Organise and coordinate events, exhibitions, trade shows and seminars.
- Analyse basic data on the progress of all actions.
- Carry out internal brand building activities.

## Desired Skills

- Working towards a marketing related degree
- Able to communicate clearly and effectively with content writing
- Team player, but also motivated to work on own initiative.
- Confident with social media marketing.
- Curious, energetic, and willing to learn.
- Creation of engaging and impactful video content
- Comfortable with web applications and online communication platforms.
- Confident user of MS office.

## Good to have

- Interests in health and personal fitness linked to participation in sporting groups, and other fields, whether it's technology, web design, social media, and blogging.

## Healthcare Analytics Limited

The host is an established start-up company offering innovative solutions, across many different sectors, but mainly focused within healthcare. The company was started based on giving back to the community and the UK National Health Service for everything they do, by providing them with cheaper and more advanced software alternatives to that of their current processes. To date they have developed an asset tracking platform, community equipment management platform and dementia diagnosis platform. Their ambition is to revolutionise healthcare systems within the National Health Service and private sector ensuring to exceed all expectations and deliver cost effective solutions.