



## Apply here

### Start date

November 2021

### Duration

6 months

### Languages

Spanish (essential)

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

This is a fantastic opportunity for an enthusiastic marketer, with a keen interest in team sports, to gain practical experience with this innovative, ambitious company, that has developed a platform to support professional sportspeople to ensure optimal performance on match days. Mentored throughout, by the Head of Marketing, you will use a variety of research tools and techniques to assist in all aspects of marketing including research and lead generation, researching traditional and digital marketing strategies, event preparation, analysis and evaluation. If you thrive on challenges, are focused and want to be the best, then this fast-paced environment will be a great experience.

## Tasks

- Undertake extensive market research to understand target audiences, competition, analyse results and evaluate to generate leads
- Website optimization for SEO and PPC for maximum benefit
- Generate and deliver B2B lead generation and marketing strategies
- Help maintain and update CRM and product database
- Provide support to Head of Marketing, Sales team and Customer Success
- Proactive contribution of ideas and solutions

## Desired Skills

- Working towards a degree in Business, Marketing, Market Research or similar
- Confident and proactive
- Good communication skills, verbal and written
- IT literate
- Strong time management and organizational skills
- Project management skills
- Excellent Communication skills

### Good to have:

- Some knowledge of working with HTML or CSS an advantage
- Competent in the use of design software including InDesign and Photoshop
- Knowledge of CMS such as Craft or WordPress

## The Host Company

This host company is an ambitious start up that has designed a platform to optimise the performance of professional athletes by providing them with a structured tool to engineer and own their bespoke medical, athletic and skill requirements ensuring that peak performance is reached on match days. Co-founded by an ex professional rugby player who made 70 appearances for Ireland, the application has been successfully trialled in the professional sporting arena. They are now looking to expand rapidly into Europe and are seeking like-minded people with the right attitude to join them.