



## Sales and Marketing Assistant Internship in Ireland

ID: SALMAR1

### Job Specification:

Person required would assist in marketing and administration for a professional services company throughout Ireland and Europe. The role will have a mix of administration and sales and marketing support activities.

### The role will include but will not be limited to the following:

- Supporting 3 people in the function
- Assisting with the creation and support of offline events
- Assistance with the roll out of specific marketing and PR campaigns including online newsletters, polls, press releases and competitions
- Identifying and entering relevant Industry Awards
- Update Social Media
- business development
- networking
- sales and existing database of customers
- Accessing the prior year's marketing activities and developing/implementing marketing plan for 2011
- SWOT analysis of existing plans
- Review of current marketing activities
- Customer and market analysis
- Cost benefit analysis of marketing activities
- Develop and implement advertising campaigns and direct marketing campaigns

### The Ideal Candidate will have:

- 1-2 years experience in a sales and marketing function
- Excellent computer literacy
- Appreciation for good design
- A 3rd level qualification in Marketing would be a distinct advantage
- Excellent presentation, communication and interpersonal skills as you will be representing the brand at events
- An ability to get things done
- Experience in presales or telesales an advantage
- Excellent Computer skills knowledge of Office
- Database management
- Internet familiarity especially social media
- Fluency in English
- Personal characteristics: Trustworthy, good people skills.

### Participants will gain experience in:

- Marketing and building a business across Europe.
- Building and managing customer databases, managing mailshots.
- Customer Service, dealing with and solving customer queries.

- Manufacturing and assembling personalised books.
- Communicating with customers, taking orders over the phone.
- Customer relationship management
- Marketing
- Web Site
- Business Development
- Social Media

**To apply:** Type the Internship code in the “Ireland Pre-Defined Placement ID Code” box on the Ireland Options Questionnaire in your application.

<https://www.international-internships.com/?go=ireland>