



Job Description

Title:	Digital Marketing Internship
Reporting to:	Marketing Manager
Role Duration:	As soon as possible until September 1.
Job Purpose:	Provide support to the Marketing Manager for the Dublin Horse Show. Primarily manage and develop social media and the event website. Other duties include analytics and reporting, assisting with stakeholders of the event and supporting the marketing team in various aspects of the event and other marketing duties that may arise.

Key Responsibilities

1. Manage social media platforms for the 2017 Dublin Horse Show including analytics and reporting
2. Develop content and campaigns to increase customer engagement, to promote stakeholders of the Dublin Horse Show, grow our social media following
3. Website content management – reviewing, updating, reporting
4. Identify new trends and opportunities online for the Dublin Horse Show
5. Manage the Dublin Horse Show newsletter
6. Support the marketing and communication teams to ensure campaign consistency across all platforms
7. Assist in working with stakeholders of the Dublin Horse Show including sponsors etc.
8. Other general marketing duties (both online and offline) as required by the marketing team as they arise

Skills and experience

- Ability to confidently take eye catching photos, record video content and conduct interviews for social media and online
- Experience with photo and video editing tools
- Aptitude for creating and writing engaging content for website and newsletter
- Content management experience in social media and website communication platforms including; Facebook, Twitter, Instagram, YouTube, Snap Chat, TweetDeck etc.
- Experience in reporting and analytics including Google Analytics and social media insights

Personal Attributes

- Proven ability to prioritise and complete tasks in an efficient, methodical and organised manner
- Thorough and proficient proof reading skills
- Excellent communication, presentation and interpersonal skills

- Ability to work calmly under pressure

Qualifications

- A degree in digital marketing or communications