

ADAPT Undergraduate Internship Programme 2019

PROJECT DESCRIPTION

<i>Institution/Team:</i>	Marketing and Communications at ADAPT Centre, Trinity College Dublin
<i>Project Title:</i>	Digital Marketing Internship
<i>Suitable for students who are studying in the following areas:</i>	Suitable for students studying Marketing, Business, Science Communication, Public Relations, Digital Marketing – all with a strong focus on digital.
<i>Skills needed:</i>	<p>We require our ideal candidate to have:</p> <ul style="list-style-type: none"> • Completed recent coursework in Digital Marketing or Marketing • Excellent interpersonal and communication skills • The ability to work in a small team • Possess an ability to communicate technical concepts in a simple and interesting way • Proficient in video editing • Excellent social media skills • Strong IT skills including being very comfortable with Microsoft Word and Excel • Attention to detail • Excellent organisational skills
<i>Project Description:</i>	<p>Job Summary</p> <p>ADAPT research is spearheading the development of next-generation digital technologies that enable seamless tech-mediated interaction and communication. The breadth of ADAPT's research expertise is unique globally and the Centre's structure supports collaborative innovation with industry to unlock the potential of digital content.</p> <p>We are looking for an enthusiastic and talented digital marketing intern to join our growing team, based in Trinity College Dublin. We work in an exciting, fast-paced environment so rest assured no two days will be the same! We are looking for someone who is confident and can assist in the planning and execution of online strategies.</p> <p>Responsibilities and Duties</p> <p>Responsibilities and duties include:</p> <ul style="list-style-type: none"> • Social Media Marketing: Assisting in the implementation of our social media marketing strategy across Twitter, LinkedIn and other social media channels. • Social Media Reporting: Establishing social media performance benchmarks and measuring progress against these engagement metrics: likes, shares, retweets, comments etc. • Content Creation: Creating relevant blog and video content and building with an SEO mindset, to increase organic traffic and search to a variety of different websites. • Design: Creation of graphics using online design software to go alongside social media posts (previous experience not required, but must be interested in learning on the job)

<p><i>The Role of the student & benefits gained from participation in this project:¹</i></p>	<p>Our ideal candidate will demonstrate a proactive approach to their work, and will have ample opportunity to contribute their own ideas and suggestions. This is an exciting role for a self-starter who is seeking hands-on experience with one of Ireland' leading research centres. The ideal candidate will have an interest in technology and a passion for communicating leading-edge research to diverse audiences, but particularly to the general public.</p> <p>Our successful candidate will gain knowledge and skills in the following areas</p> <ul style="list-style-type: none"> • Social Media • Content & Copy Writing • Graphic Design • SEO • Web Design • Marketing Strategy • Public Relations 	
<p><i>Who will be working with you?</i></p>	<p>The Digital Marketing intern will report to the Communications and Marketing Manager in ADAPT, Olivia Waters, and will work closely with Rebecca Wilson, Senior Marketing and Communications Executive for ADAPT. The student will participate in all our projects during his/her time with us.</p>	
<p><i>Short description of the group:</i></p>	<p>(The Marketing departments sits within the Commercial team of the ADAPT Centre. The team consists of the Director of Commercialisation, the Head of Design and Innovation, IP Manager, FinTech Fusion Executive Manager, Industry Partnership Manager, and Marketing and Communications Manager.</p>	
<p><i>Recommended Reading Material:</i></p>	<p>www.adaptcentre.ie</p>	
<p><i>Other information:</i></p>		
<p><i>For further details on this project please contact:</i></p>	<p>Name: Phone: E-Mail: Website:</p>	<p>Rebecca Wilson 085 128 0194 Rebecca.wilson@adaptcentre.ie www.adaptcentre.ie</p>

¹ ***This is an initial description of the role of the student and it is liable to change following discussions between the investigators and the student.***