

Post Title: Content Marketing Internship

Duration: Until 31 Dec 2021 (with possibility of extension)

Salary: €14 per hour

Hours of work: Casual (10 – 20 hours per week)

Location: Trinity College Dublin / Remote

Closing date: 4th October 2021

The successful candidate will be required to take up the post as soon as possible.

Post Summary

The ADAPT Centre is seeking a Marketing Intern for Content Marketing Communications on an ad hoc casual status basis. The Marketing Intern will support and assist the Marketing and Communications Manager and Directors of ADAPT with a range of content and digital and social marketing activities and events within the ADAPT Centre. The Communications & Marketing department 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, Industry Partnership Managers, and Marketing and Communications Manager.

Informal enquiries about this post should be made to by e-mail to: Olivia Waters, Marketing & Communications Manager, olivia.waters@adaptcentre.ie

Standard Duties and Responsibilities of the post include :

- Contribute to the maintenance and development of content for the ADAPT Centre website.
- Provide editing support for our website and images for use on digital channels.
- Develop content for the ADAPT Centre monthly ezine and website news section and coordinate promotional mailings as appropriate such as the monthly external ezine.
- Assist with updating and monitoring of ADAPT Centre social media channels and continue to develop and operate a vibrant and integrated social media presence to promote the ADAPT Centre.
- Monitor SFI, partner, and other research centre's digital and social activities to integrate and co-promote where appropriate.
- Assist with the planning, implementing and measuring of promotional digital campaigns to maximise online lead generation, and drive event participation and audience engagement.

- Assist with the planning, management and promotion of ADAPT Centre events.
- Capture and edit content for the ADAPT Centre YouTube channel.
- Assisting with the production and proofing of promotional literature.
- Ensure ADAPT Centre branding on all communications adheres to regulations and advise members on branding guidelines.
- Undertake other duties as may be required from time-to-time by the ADAPT Centre Director or Executive Director.

Person Specification

The ideal candidate would be a Business graduate or Business Masters student in Marketing or Communications with demonstrable experience in this area, or who has completed or is currently working on an Industry project/ marketing plan as part of their course work . This position would suit a candidate who seeks additional work experience in a fast paced multi stakeholder and dynamic technology innovation environment.

Qualifications

Candidates should be undergoing or have completed a BA / master's in marketing or Communications.

Knowledge & Experience

Essential

- The ability to work in a small team
- Possess an ability to communicate technical concepts in a simple and interesting way
- Ability to plan and deliver a multi - channel marketing campaigns to reach specific audience cohorts
- Event marketing.
- Ability to multitask and work to multiple deadlines.

Desirable

- An interest in innovation and technology within the higher education sector.
- Understanding of the reach and impact of academic research.

Skills & Competencies

- Excellent interpersonal and communication skills
- Excellent social media skills
- Excellent organisational skills
- Attention to detail
- Strong IT skills including being very comfortable with Microsoft Word and Excel

Application Procedure:

Candidate are invited to submit a CV and short cover Letter which outlines

- Demonstrable experience in marketing communications relevant to the role
- Two examples of experience in planning and executing digital marketing campaigns using an array of different channels.

Diversity

ADAPT is committed to achieving better diversity and gender representation at all levels of the organisation, across leadership, academic, operations, research staff and studentship levels. ADAPT is committed to the continued development of employment policies, procedures and practices that promote gender equality. On that basis we encourage and welcome talented people from all backgrounds to join ADAPT.

About the ADAPT Centre

ADAPT is the world-leading SFI research centre for AI Driven Digital Content Technology, coordinated by Trinity College Dublin and based within Dublin City University, University College Dublin, Technological University Dublin, Maynooth University, Munster Technological University, Athlone Institute of Technology, and the National University of Ireland Galway. ADAPT's research vision is to pioneer new forms of proactive, scalable, and integrated AI-driven Digital Content Technology that empower individuals and society to engage in digital experiences with control, inclusion, and accountability with the long term goal of a balanced digital society by 2030. ADAPT is pioneering new Human Centric AI techniques and technologies including personalisation, natural language processing, data analytics, intelligent machine translation human-computer interaction, as well as setting the standards for data governance, privacy and ethics for digital content.

Our Research Vision

Governments and civil society are starting to recognise the need for urgent and concerted action to address the societal impact of the accelerating pace of digital content technologies and the AI techniques that underpin them. ADAPT provides an ambitious, ground-breaking, integrated research programme that assembles three interlocking Strands that together are capable of addressing this challenge. Each of these complementary and reinforcing research Strands takes one of the different perspectives on the provision of personalised, immersive, multimodal digital engagement, i.e. the individual's experience and control of the engagement, the algorithms underlying digital content processing, and the balanced governance by enterprise and societal stakeholders.

|