



## Apply here

### Start date

Flexible, 2018

### Duration

6 months

### Languages

Good spoken and written English levels are required (B2 onwards)

### Location

Belfast, Northern Ireland

The capital city of Northern Ireland, once renowned for its political history is now known worldwide for being a vibrant and dynamic city and the world top destination for FinTech and software developments. Hosting some of Europe's leading visitor attractions, and a key location for international film makers, Belfast is now renowned for innovation, international talent and of course its incredibly warm and welcoming nature.

### 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

The right candidate will be collaborating with the Sales, Marketing and Web design functions to develop creative marketing communications both offline and online. You will be reporting to the Head of New Business, European area.

The ideal candidate will be a proactive and self-motivated student or recent graduate who is looking for a challenging and rewarding opportunity in which they can put their knowledge into practice.

## Tasks

- Generating and editing videos for web content using web based tools;
- Designing and building web landing pages, advertising and updating banners for our B2B website;
- Designing and ordering promotional merchandise and leaflets, brochures and adverts;
- Creating and building HTML email campaigns via online platforms and managing email distribution list;
- Provide assistance in developing internet presence, improving search rankings, developing a social media strategy and improving visibility over time;
- Create user documentation for new and existing projects., perform market and audiences research as required;
- Contribute ideas for improving marketing standards and processes; provide day-to-day support to marketing team members;

## Personal Skills

- Background in Graphic Design, Marketing, Web Marketing, or similar.
- Experience working with content management systems – e.g. WordPress.
- You must be highly competent with InDesign, Illustrator and Photoshop CS5.
- Excellent communication skills.
- Experience working with HTML, XHTML and CSS is an advantage but not essential.
- Interest in idea generation

## The Host Company

This company is a global pioneer in the use of web-based solutions for digital pathology. Specialising in image management and the rapid analysis of tumour tissue, the company provides innovative software for use in drug discovery research, clinical sectors, biomarker analysis and education.

They have recently become part of a global technology company, focused on electronics, healthcare and lighting.



# ESPA Web Design Internship (PATGD1503)

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