

Atlas Language School is a multiple award winning language school with operations in Ireland, the UK and Malta. Our mission is to make each day of our student's language travel programme an unforgettable life and learning experience and we are dedicated to providing the highest level of service in every aspect of what we do. Join our team who looks after students from all over the world that come to Ireland to learn English!

**Title:** Digital Marketing Internship, Dublin.

**Internship duration:** 21st October 2024 to 9th May 2025. Full time internship (35 working hours per week), usually Mondays to Fridays from 8.30 am to 4.30 pm, with a 1 hour lunch break included. The internship duration is 6 months, and then there are 2 weeks during the Christmas period in which the school is closed, and there is no work for the interns to be done.

**Purpose of Position:** Supporting the Marketing and Sales Department to expand and develop online business, including managing social media accounts, creating and editing videos for TikTok and Instagram Reels. Developing and generating reports, maintaining and updating websites, optimising SEO, and nurturing lead generation.

**Accountabilities:** This position reports to the Marketing Manager.

**Key Duties and Responsibilities:** The intern will primarily operate from the Marketing & Admissions office at 96 Rathmines Rd Upper, Rathmines, Dublin, D06 Y684, Ireland. However, due to the nature of the role, the intern will be required to visit other locations during working hours, such as the main school (a 15-minute walk away), the junior centre (a 5-minute walk away), and participate in social programme activities around Dublin as needed for specific tasks.

The following points outline the main areas which the intern will work, but tasks need not be limited to the list below:

The intern will mainly provide support in the following areas:

- Compiling online marketing reports and statistics (using different tools such as Google Analytics, Google AdWords, our school management system Fidelo, Business Facebook, SemRush)
  - Booking report
  - Web traffic reports
  - Conversion reports
- Maintaining, editing and creating content
  - Website (WordPress)
  - Web directories and platforms
  - Keyword work (Google AdWords and on-page)
  - On-site SEO
- Social Media
  - Content creation, scheduling, and engagement
  - Creating and editing videos specifically for TikTok and Instagram Reels
- Blogging
  - Researching interests and educational topics related to business
  - Writing content for the blog
- Lead generation and lead nurturing
  - Email workflows

- Conducting Internet research / Competitor analysis.
- Help any other department as needed.

**Skills Needed:**

- Excellent written and verbal communication skills.
- Familiarity with social media platforms and content creation tools.
- Familiarity with video editing tools such as CapCut (or similar tools) to create and edit videos specifically for platforms like TikTok and Instagram Reels.
- Ability to use graphic design tools like Canva proficiently to create visually appealing graphics, banners, and social media posts.
- Creative thinking and problem-solving skills.
- Proactive and willing to learn new skills.

**Education and Experience:**

- Currently pursuing or recently completed a degree in Marketing, Business, Communications, or related fields.
- Prior internship experience or coursework in digital marketing, social media management, content creation, or SEO is a plus.

**Compensation and benefits:**

Salary: €800 per month

Accommodation: 2 free weeks in a host family (self-catering); after the first two weeks, self-catering homestay accommodation costs €150 per week. In case we are not able to secure a self-catering host family for the first two weeks of your internship, you will be placed in a half-board host family (includes breakfast and dinner but not lunch) until we can find a self-catering host family for you.

In addition, you're more than welcome to take part in our part-time evening language classes for free throughout your stay (General English, Cambridge Exam Preparation, and Foreign Languages available).

You can also sit for a Cambridge Exam (FCE/CAE) at Atlas for free, if there are dates available and as long as it doesn't interfere with your working hours.

You will receive a 50% discount on our paid social programme activities.

You will receive 10 days of holiday for a 6 month internship.

**Application:**

Please contact [hr@atlaslanguageschool.com](mailto:hr@atlaslanguageschool.com) with a copy of your CV and the name of this internship in order to apply.