

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: Marketing Internship, Dublin.

Internship duration: 13th May to 15th November 2024 (6 months). Full time internship (35.25 working hours per week), usually Mondays from 8.15 am to 4.30 pm and Tuesdays to Fridays from 8.30 am to 4.30 pm, with a 1 hour lunch break included.

Purpose of Position: Supporting the Marketing and Enquiries Department to expand and develop online business.

Accountabilities: This position reports to the Marketing Manager. This internship is based in our Admissions office in 96 Rathmines Rd Upper, Rathmines, Dublin, D06 Y684, Ireland.

Key Duties and Responsibilities: Developing and creating reports; Supporting with website maintenance, additions and amendments; SEO; Lead generation and nurturing.

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 work with the Marketing Department:

- Compiling online marketing reports and statistics (using different tools such as Google Analytics, Google AdWords, school management system SAM, Agile CRM, etc.)
 - 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
- Lead generation and lead nurturing
 - Email workflows
- Conducting Internet research / Competitor analysis.
- Assist in our social media management; creating posts and other engaging content for instagram and facebook.

The intern will work with Groups & Social Programme Department to:

- Support as social programme leader, if required.
- Support with the preparation of welcome packs. if required.

The intern will work with FOH to:

- Help out with social evenings and student events in the school, if required.
- Support reception at busy times, if needed.

The intern will help any other department as needed.

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 paid days of holiday pay for a 6 month internship.

Application:

Please contact hr@atlaslanguageschool.com with a copy of your CV and the name of this internship in order to apply.