

## The Company

Paddywagon Tours is the number 1 tour company in Ireland.

The brand and marketing mission is to position Paddywagon Tours as the "tour operator of choice" with incoming tourists, increase market penetration and reach the largest audience possible.

Paddywagon Tours will achieve this by delivering a compelling brand story across a range of marketing channels and by building an unrivalled depth of message. Driving relevance amongst target consumers will enable us to deliver above- market sales and profit growth.

## The Project

We are starting to build marketing assets & campaigns in the German language in order to better serve German- speaking visitors to Dublin. This will involve a new website, social media, written / video content and advertising campaigns in the German language. If the project meets or exceeds expectations we will expand this strategy into the London market (via the Dublin office).

## The Internship

Junior Digital Marketing Executive

### What is the role of a Junior Digital Marketing Executive?

To provide efficient and pro-active marketing support to the Marketing Manager

### The intern will be responsible for:

- Assist the Marketing manager with adhoc marketing activities.
- Support in developing brand and communication growth levers.
- Support the execution and creation of brand plans including content, social media campaigns and advertising.
- Monitor and report competitor and tourism industry market data identifying future trends and opportunities.

### Skills and knowledge required

- Student or recent graduate of a business related subject.
- Energy and positive attitude
- Pro-active team player
- Good communications skills both written and verbal
- The main projects that the Junior Digital Marketing Executive will work on are targeted at German- speakers. Therefore Native German speakers are required.
- Conversational level of English (English- speaking office environment).
- Excellent organisational and interpersonal skills.
- Precision and attention to detail
- An interest in Marketing, Digital Marketing, Social Media

Experience required:

- The ability to work in a busy team environment and independently.
- The ability to take instruction and work proactively towards agreed objectives.
- The ability to think independently & suggest ideas as to how we can improve the business or processes. (Sometimes the youngest team members have the most innovative ideas).
- Good understanding of social media landscape.
- Experience using Google AdWords or Google Analytics is not required for most interns but if you have experience with these platforms please highlight this on your application.

The Location

The team is based in our Digital Marketing Suite on O'Connell Street in the heart of Dublin (easy public transport connections to all parts of the city and within walking distance of Dublin's historic, cultural and commercial core). Enjoy complimentary tours to Ireland's most popular regions at the weekends.

The Duration

Interns should be available for a minimum of 4 weeks. Preference will be given to applicants who can commit to a duration of 8 - 12 weeks+.

How to Apply

Please email [interns@paddywagontours.com](mailto:interns@paddywagontours.com) with a copy of your CV and short cover letter.

Closing Date

We are seeking interns to join the Digital Marketing Team on an ongoing basis. Accordingly, this is a semi- permanent advertisement and we welcome applications at any time. As the team may be operating at capacity from time to time we encourage those interested to apply proactively to avoid disappointment.