

## ***German language and communication assistant***

### **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 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**

#### ***German language and communication assistant***

What is the role of German language and communication assistant?

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

The intern will be responsible for:

- Assist the Marketing manager translating marketing written content from English into German perfectly.
- Create new content in German having to do with social media campaigns and advertising.

- Support in developing brand and communication growth levers.

#### Skills and knowledge required:

- Student or recent graduate of a translation related subject.
- Good communication skills both written and verbal.
- Pro-active team player.
- Energy and positive attitude.
- Proficiency in the German language (native speaker required).
- Good level in English and ability to interact in an English-speaking office environment (oral and written expression and comprehension skills required).
- Knowledge and ability to translate content (written) from English into German perfectly.
- Precision and attention to detail.
- Excellent organisational and interpersonal skills.
- Interest in other cultures.
- Interest in tourism and marketing.

#### 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 and suggest ideas as to how we can improve the business and processes (sometimes the youngest team members have the most innovative ideas).
- Basic understanding of the 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 8 weeks. Where there is high demand for any given role, preference may be given to applicants who;

- Can commit to a duration of 12 weeks+. (You are also welcome to apply for longer durations)
- Have native- level language skills in more than one of the languages: German, French, Spanish, Italian, Portuguese, Polish
- Applicants who must complete an internship as part of their studies

### **Start dates**

We are currently accepting interns on an ongoing basis starting October, November, December 2017 and January, February, March 2018 (interns can start in any of these months for a duration of 8+ weeks).

### **Expenses**

Successful applicants will have a choice between EUR 50.00 per week or complimentary accommodation in our central Dublin hostel. You will receive a letter of recommendation upon completion of the internship.

### **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. There has been high demand for these roles in the past, so we encourage you to apply proactively if you are interested. Placements will be offered to the first suitable candidates as applications are received. If you haven't been successful in previous intakes we encourage you to apply again.