

Digital Marketing and Copywriting Intern (Paid)

We have an exciting opportunity for digital marketing and business graduates within Penco Financial Solutions based in Dublin 7. We have a range of products we are currently working on and offer hands on experience and the possibility of to join the team in the long term.

About the Role:

- Work with reporting Supervisor to develop online brand and product campaigns to raise brand awareness.
- Devise strategies to drive online traffic to the company's website and improve conversion.
- Work on a range of projects within the company
- Implement a range of techniques including paid search, SEO, PPC, and Google AdWords.
- Conduct Keyword research.
- Work with reporting Supervisor to develop and oversee social media strategy.
- Script/ ideate marketing copy for A/B testing.
- Work with reporting Supervisor to develop, manage, monitor, and assess the effectiveness of digital marketing campaigns.
- Work with reporting Supervisor to maintain responsible budgetary oversight of digital marketing initiatives.
- Maintain social media accounts: write posts, share relevant articles.
- Write and/or edit blog posts, newsletter content.
- Meet deadlines as outlined in the content calendar.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

Required Skills and Abilities:

- Working knowledge of SEO, social networking, and other marketing streams.
- Strong understanding of current online marketing concepts, strategy, and best practices.
- Experience writing, scheduling, and monitoring the success of social media content.
- Knowledge of Google & Facebook Analytics.
- Superior communication and writing skills.

Preferred Skills:

- Experience with Wordpress, MailChimp, and other platforms.
- Experience writing and editing grammatically accurate content.
- Experience using other digital marketing tools including Google Keyword Planner, Facebook Audience Insights.

Direct all application's to dsena@penco.ie