

INTERN DUTIES FOR TARA PUBLISHING

4 weeks work from 23rd Nov through to the 18th

General circulation: This is an ongoing daily task

- Updating mailing list returns from Magazine Mailing
- Contacting those who have returned the magazine by phone and by email to find out the reasons for return and ascertain whether they should be removed from the list.
- Making amendments to lists at client/reader request (changing addresses, adding addresses, removing addresses, changing names, etc.)
- Checking the existing mailing list for accuracy and updates, working her way through Suppliers, drinks companies, retailers, media, etc

ABC Proofing: on a monthly basis

- Gathering up-to-date information to prove that everyone on our 4,000+ mailing list and 2,500+ EM News mailing list meets terms of control for ABC audits
- Contacting persons on the mailing list by phone or by email where such information is not publicly available (i.e. on the internet)
- Making sure all such information is stored correctly
- Gathering this or any new information in advance of ABC audits

Digital circulation:

- Maintaining and tagging separate mailing lists for digital magazine and newsletter subscribers.
- Sourcing contacts to increase our Emag mailing list.. all need to be verified.
- Composing and sending fortnightly newsletter emails
- Using Google Analytics to suggest highly ranked stories for newsletter
- Accessing Mailchimp campaign reports to report on success rate of different subject lines, tags
- Liaising with Morgan and Kathleen to decide on newsletter stories
- Composing and sending monthly digital copy emails

Website and social media:

- Uploading press releases/news stories to website. Kathleen sends these daily
- Proofing press releases for upload
- Deciding on and inserting tailored SEO questions for each press release into website CMS
- Posting or scheduling press releases on social media
- Uploading latest issues of Retail News, Food, Pharmachem, Ports, and Packaging to website
- Uploading selected articles from these issues to website
- Sharing articles on social media
- Website data entry – updating individual listings from Retail News Directory, Food and Pharmachem on various websites

- Checking details of tourist attractions and Cash and Carry for LVA
- Sorting LVA envelopes and packing LVA copies

General office tasks:

- Going to press/client functions when they are on and reporting on them for John
- Maintenance of the office files etc

Please send your CV to Kathleenbelton@tarapublications.ie