



## 6 Month Digital Marketing Internship

*Reference: DAT00618*

### The company

The company is a market leader in the Data Quality industry based in the UK.

The business has developed and deployed market leading Data Quality software products for the \$800m Data Quality industry (including support and vendor delivered services) and has the potential to become one of the world's leading 'single source' data solutions for quality improvement in Enterprise-wide Master Data Management ('EMDM'). The company supplies a complete Data Quality product including Data Profiling essential to any MDM solution.

The product is easy to use and provides data profiling, matching and merging software, including 'fuzzy' matching, enabling the business user to access information held in multiple formats and languages at phenomenal speed through Massively Parallel Processing ('MPP') without the need for programming.

Its user-friendly qualities are unique, enabling people who understand the data to easily configure the solution and build their own additional reference files and business rules. Through the use of these technologies the Company provides operators with significant benefits.

The product can be used across many industry sectors, such as retail, manufacturing, distribution, logistics, financial services, government, healthcare and direct marketing. Multiple project use of the technology is spreading across the customer base. They are working with many large companies like Terex, BT, DHL, NHS Supply Chain, the Bank of Ireland...

The company is well placed to challenge the existing market having a significant international focus from San Francisco in the West to Hong Kong and Brisbane in the East through its worldwide partner vendor network.

### The role

The company is planning a major marketing and market re-positioning initiative this summer. This will involve significant work on the website and in producing associated collateral (brochures, white papers and case studies). The company is also interested in the use of infographics in order to explain their USPs clearly and quickly for people visiting the website for the first time. In order to assist with this, the company is looking for an intern who has strong experience of website creation and, ideally, a working knowledge of appropriate tools/packages.

## Start

ASAP

## Duration

6 months. Successful interns will have a strong chance of being offered a permanent job by the company at the end of the internship.

## Location

Belfast, capital and largest city of Northern Ireland. It is full of history, culture, exciting events, great food, super shopping...

## Essential Skills

Ideally, the digital marketing candidate would have skills and / or experience in the following:

- Digital design software (in order to create infographics)
- Website content management system
- Email marketing campaigns

The company would still look at candidates who lack 1 or 2 of these skills as long as they are willing to learn.

## Benefits

Accommodation, utility bills, TV Licence, Internet Access and UK commuter travel to the place of work will be paid for by the host company. This will be sourced and managed on your behalf by ESPA.

ESPA UK is a FREE service to students to find quality internships in UK host companies.

## How to apply

Please email [madeline@espauk.com](mailto:madeline@espauk.com), attach your CV & quote the reference code DAT0618. You will receive an email to confirm the reception of your application as well as the next steps.

## Are you eligible?

ESPA vacancies are open to all EU passport holders able to travel to the UK for an educational work placement, without the need for visa documents.