

## Marketing Graduate Programme

### 4site graduate programme – Raheen Business Park in Limerick

Would you like to make an impact on the telecoms infrastructure in Ireland and grow your career in a fast-paced Business to Business (B2B) environment?

Working with a small busy marketing team, this position is an introduction to marketing in a technology company. Our grads get to work straight away on a huge number of challenges and opportunities. And you're backed up by the Head of Marketing and Communications who is responsible for your development.

We are looking for graduates to join our Marketing Graduate Programme in January 2019

#### 1. Course content

- Competitor and market analysis
- Shape marketing campaigns from concept to execution
- Digital marketing and Social media management
- Formulation and management of a promotional event schedule, including logistics, merchandising, etc

#### 2. Learning Outcomes

- Apply marketing intelligence to guide marketing and company strategy
- Full knowledge of how to manage end to end marketing campaigns
- Basic use of WordPress to manage websites
- Basic use of mail chimp to manage email campaigns
- Build business presentations in powerpoint and prezi and Adobe
- Practical use of social channels to manage campaigns and increase brand awareness

#### 3. Course Structure

- 5 x 2 hour introduction workshops
- On the job training
- Mentor assigned to each trainee

#### 4. Assessment

- Review of trainee by assigned Mentor
- Continual feedback sessions

#### 5. Course duration

- 6 months

innovation engineered

## Role and Responsibilities

The key responsibilities for the successful candidate will include:

- Market research about key industry trends, competitors and customers
- Generate ideas with the team to create innovative marketing campaigns
- Help create support material to deliver successful campaigns
- Use Twitter, Facebook and LinkedIn to deliver social media around a campaign
- Build campaign messages on our website through WordPress
- Work with partners to promote campaign messages
- Track campaign delivery against project scope
- Build rapport with a wide variety of stakeholders – Internal & external

## Competencies

- Microsoft office suite skills – Excel, Word, PowerPoint
- Excellent communication & interpersonal skills
- Strong written and verbal communication
- Self-motivated, assertive and enthusiastic
- Ability to prioritise tasks & work to tight deadlines
- Ability to work with a number of stakeholders simultaneously
- Team player
- Professional, positive & organised problem-solving approach
- Client focused attitude with excellent attention to detail

## Experience and Qualifications

### Advantageous

- Qualifications with focus on marketing, digital marketing or business
- Microsoft Office Suite Certifications
- Experience of WordPress and Mailchimp
- Adobe or Prezi skills an added bonus

### Necessary

- Excellent written and spoken English required



### **About 4site**

- For over a decade, 4site have provided the highest quality turnkey services to customers who deploy, maintain and operate utilities infrastructure across Ireland and the UK.
- We know how to conceptualise, design and build network solutions with the future in mind. We partner with some of the world leaders in our industry to enable their vision in an always evolving technology landscape.
- We have built some of the best networks in the world for leading brands like Vodafone, Commscope, Three, EE, O2, eir, Huawei, Ericsson and more.
- We are thinkers, designers, engineers and managers. We are a dynamic team with expertise and experience working on exciting projects that create new and better experiences for our customers.

**Salary:** Paid placement

Applications to [careers@4sitenetworks.com](mailto:careers@4sitenetworks.com)