



Power NI Home Marketing – Student Placement

Power NI is Northern Ireland's leading electricity supplier and we have an excellent opportunity for a student to come and join our Commercial Domestic Sales & Marketing team for 12 months.

Your new company...

For starters, at Power NI you will work with smart people, you'll rub shoulders with some of the brightest, most passionate people in the business. We have a real mix of staff; from those with a wealth of experience to younger members who are all over everything that is new. You'll learn a lot!

Your new role...

We are offering a 12 month student placement within the marketing team. You will be working in a small, award winning team, marketing directly to our domestic customers. You will be reporting directly to the Head of Home Marketing and Communications. You will quickly become an integral and important member of this team.

Main Duties

You will be actively involved in the following activities:

- Involved in marketing and advertising campaigns, incorporating online
- Keeping website up to date via CMS
- PR campaigns
- Writing press releases
- Creating photocall ideas, setting up photocalls and taking photographs
- Organising exhibitions and manning events
- Internal communications e.g. intranet, team briefing process etc.
- Producing promotional materials
- Project managing Power NI staff sponsorship scheme
- Conducting market research
- Copy writing and proof reading
- Monitoring social media
- Monitoring competitor activity
- Conduct e-mail marketing.
- Assist the charity committee by organising and executing charity events throughout the year

SALARY AND BENEFITS

What will you get?

A very competitive salary with the opportunity to earn a bonus of up to £500 at the end of your placement. This role will be based in our newly refurbished offices in Belfast which offers free coffee/tea, along with soft rooms for informal meetings and a recreational area for break times.

The successful candidate will be enrolled into the Company Pension Scheme with an employer contribution of up to 6%, and will also avail of 20 days holiday per year plus 11 statutory days. A range of



additional employee benefits include: employee assistance programme, social clubs and free gym membership.

IGNITE Programme

On placement you will be welcomed onto the IGNITE Student Placement Programme where you will learn more about team building, personal effectiveness, building resilience and presenting yourself, all skills that will not only benefit you on placement, but throughout your whole career. Find out more about our student Programme by visiting us at Student Fairs or email us at: hr@viridiangroup.co.uk

PERSON SPECIFICATION

Knowledge and Experience

Essential Criteria

- You must be studying for a relevant Honours Degree (e.g. Marketing and Communications related) and have completed Year 2 by June 2019
- You must also have achieved above 60% in all year 1 modules
- IT literate with a sound working knowledge of MS Word, Excel and PowerPoint
- Clean Driving licence

Personal Qualities

- Creativity
- A high degree of motivation, enthusiasm and customer/focus
- Ability to learn new tasks/skills quickly

Desirable Criteria

- The module results combined average may be increased if we have a high level of interest.

Competencies

- Drive for Results
- Managing Relations
- Communication

What are you waiting for...?

Please email your CV to careers@viridiangroup.co.uk, quoting 'Power NI Home Marketing – Student Placement' in the subject line. Please ensure that your application demonstrates how you meet the criteria outlined above. All correspondence will be communicated via email.

Additionally, please complete the attached Equality Monitoring Form and return to monitoringofficer@viridiangroup.co.uk quoting 'Power NI Home Marketing – Student Placement' in the subject line. Your application will be considered incomplete if you fail to return both monitoring form and CV.

The closing date for receipt of applications is 13th January 2019.