



Job Title: Digital Marketing Executive – Internship

Role Type: Internship – Part Time Role (work remotely)

Report To: Marketing Manager

We are looking for a digital marketing intern to join our team at Mummy Cooks. This is a great opportunity for someone who has newly graduated or who is looking to start out their career in digital marketing.

This would initially start as a part time internship with the potential of a permanent role.

About Mummy Cooks:

Mummy Cooks is a successful e-commerce business and central to the Mummy Cooks philosophy is supporting parents to raise healthy, happy eaters.

Main Responsibilities:

- Help to implement our digital marketing strategy for the business.
- Run digital marketing campaigns for the Irish & UK market place.
- Research and create relevant content aimed at our target market.
- On-site and off-site search engine optimisation.
- Maintain and develop relationships with opinion leaders/formers.
- Implement CRM strategies through e-mail marketing.
- Analyse sales/market data to identify trends and targeting opportunities.
- Monitor online and social media communications across multiple and identify brand awareness strategies to be implemented.

Desired Qualities:

- Passionate, Proactive and results driven.
- Team player with a can-do attitude.
- Looking to develop knowledge and a career in Digital Marketing.
- Confident and Proficient in Word and Excel.
- Excellent Communication Skills.
- An interest in cooking or food.

Desired Qualifications & Experience:

A primary degree or equivalent qualification in a Marketing/Digital Marketing or a related discipline and have knowledge/understanding of Digital Marketing and how to implement well targeted digital marketing and social media campaigns

- Knowledge and understanding of Social Media Marketing developments, implementation, management and measurement of campaigns
- Knowledge of Adobe or other photo editing software
- Graphic Design or Videography skills a plus.
- Fluent English Speaker