
INTERNATIONAL OFFICE
Digital Marketing Student Internship Position

Maynooth University

Following two centuries of internationally renowned scholarly activity on the Maynooth campus, the National University of Ireland Maynooth was established under the 1997 Universities Act as an autonomous member of the federal structure known as the National University of Ireland. The University has approximately 15,000 full-time students. Maynooth University has 37 academic departments, which are organized into three Faculties: Arts, Celtic Studies and Philosophy; Science and Engineering, and Social Sciences. Building on a tradition of scholarship and excellence in all aspects of its teaching and learning, and research activities, within the liberal arts and sciences tradition, Maynooth University is committed to being a first-class research-led centre of learning and academic discovery. It is located on a historic and beautiful campus in Ireland's only university town 25km west of Dublin and has recently undergone a major phase of expansion in research, teaching and service facilities. The spacious campus is laid out in its own extensive grounds in rural surroundings and is divided between an older complex of fine nineteenth century buildings and a modern complex of teaching, research, accommodation, and support facilities.

International Office

The International Office has developed very rapidly over the last few years into a highly professional, experienced and energetic team of 15 full time staff led by the Director of Internationalisation. The International Office has a commitment to high quality service to all the international applicants and students on campus, as well as support to Maynooth University students who wish to study abroad at one of our partner universities. The Office is responsible for international marketing and promotion, Erasmus and non-EU exchange, non-EU international student recruitment provides various guidance and support pre- and post-entry to the University.

Intern Duties and Responsibilities

Duties will be assigned by the mentor and may include, but will not be limited to, the following:

- Working with members of staff of the International Office on digital marketing assignments and projects.
- Attending IO team recruitment/ marketing subgroup meetings twice per month.
- Creating content for social media channels; Instagram and TikTok and possibly, Facebook, X and LinkedIn
- Writing a monthly blog documenting your experience living in Ireland and interning at MU.
- Recruiting and coordinating MU UG and PG international students on campus to write student blogs and help create student media content (for webpages and

social media channels) e.g. short 30-60 sec videos, student and staff interviews, student testimonials, student images.

- Assisting with website updating.
- Assisting IO staff at international student events.
- Answering student queries received via third party platforms.
- General administrative support.

Note: A high level of proficiency in written and spoken English is a requirement for the role.

Supervision and Mentoring

A Mentor will be assigned to the Intern prior to his/her arrival. The Mentor will be a member of the International Office staff, and will provide the Intern with guidance, and feedback upon arrival and throughout the internship. Interns are also expected to have the ability to work independently with self-directed initiative, as part of a wider team.

Benefits to the Student

Marketing and social media skills are required in a very wide variety of employment sectors. The experiences gained throughout this internship will stand to any student wishing to pursue a career in marketing, social media or a related area. From a redaction and presentation point of view, writing and coordinating blogs, experience documenting and posting about various subjects to large audiences will be extremely beneficial for all future areas that the student needs to demonstrate any written or visual content created in a professional capacity. We see this as a fantastic opportunity for us to gain fresh ideas, input, and thoughts from a talented university student. Simultaneously it is an opportunity for you to gain experience in working with the International Office team, learning about the international education sector, marketing and the promotion of events and activities internationally.

Duration and Conditions

The internship will be a minimum of 5 months in duration, maximum 12 months. The intern will work regular office hours (09:30-17:00, Monday to Friday). There is some flexibility.

The internship is available from March 2024 onwards; however, a later start may be possible also. The internship is unpaid. Students should be receiving Erasmus funding.

Application Process

Applications will be accepted from students whose university can confirm that they must undertake an internship as part of their studies.

Please email a Curriculum Vitae and a cover letter to Alison Cooke, (alison.cooke@mu.ie). You will be notified about the outcome of your application within four weeks of submission.