

THINKHOUSE ARE SEEKING A CURIOUS, CREATIVE-MINDED, INTERNET OBSESSED CANDIDATE LOOKING TO JUMP-START THEIR CAREER IN A YOUTH MARKETING AGENCY
Candidate starting out on their career and eager to work in a creative, fast-paced environment. This opportunity is a part of the Breakthrough Scholarship with TU Dublin and GSA Student Accommodation.

- Obsessed with Internet culture and creativity online
- An early adopter and heavy user of multiple social media platforms, Intrigued by ‘the why’ driving consumer behaviour
- Intrigued by generational differences and commonalities with regard to how people use the Internet (e.g. 16-24 year olds and 25-35 year olds versus older adults)
- Fascinated by internet culture and codes of behaviour, specifically how codes of behaviour differ across platforms
- An understanding of how ‘influence’ works online and the changing role of influencers
- Interested in the changing nature of marketing in a world where brands and businesses play an increasingly important role in addressing societal and cultural issues
- Understands and has experience of online marketing in a social world - i.e. how to capture attention and show up digitally/ socially in ways that are capture 16-35 year olds’ attention
- Curious and capable in utilising digital to unlock insights
- Interest and experience in primary online research - e.g. using online survey tools/platforms to garner real-time insights (e.g. Google Forms, Survey Monkey, Mailchimp)
- Interest and experience in secondary online research - utilising accessible platform (e.g. Google Trends/websites) to paint a picture of marketplace/ sector
- Curious about how multiple data strands wrap together to generate insights
- A ‘future-focused’ perspective - curious about ‘the what next?’ and innovation
- An interest in emerging technology/ platforms/ apps
- A person who is self-motivated and can work autonomously but also loves being part of a team
- Candidate will take the full-time MSc Digital Marketing in TU Dublin with a full fee scholarship of €8,550.
- Candidate will be awarded one full academic year of accommodation in Ardcairn Student accommodation in Dublin 7.
- Salary €28,000 p/a (pro rata one day a week plus 12 week placement April-June 2022)

To apply, please send your CV and a cover letter to Chelsea.hollywood@tudublin.ie.