



MARKETING GRADUATE PROGRAMMES 2020

by The Marketing Institute Of Ireland

We are Ireland's professional body of marketers. Our mission is to help marketers progress in their career through networking, further training and online courses. This PDF is for marketing graduates who are seeking graduate opportunities for 2021.



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ABOUT US

The Marketing Institute of Ireland is a professional body of marketers. We have over 2500 members, over 40 hours of online content and 20 plus online courses. Our main focus is to help our members progress in their career by growing their marketing knowledge through webinars with industry experts, offering networking opportunities at our events and further online training with discounted courses for our members.

Recently we began our Graduate Hub which is a section on our website dedicated to offering graduates career advice. We also run webinars for marketing graduates, some of our more recent ones are [“5 Things I Wish I Knew Before Starting My Job”](#) and [“Getting Your CV Infront of Decision Makers”](#).

In support of this channel we have created an Instagram account specifically for Marketing Graduates offering them snippets of information from our webinars. [Follow us on Instagram by clicking here.](#)

For our members you can find hours of webinars from marketing experts on your MII profile, in the recorded webinars section under your profile picture. Members are entitled to substantial discounts on our further training and online courses such as our Executive Diploma in Strategic Digital Marketing.

JAMESON INTERNATIONAL GRADUATE PROGRAMME

Application opening dates: present - February 24th, 2021

Duration: 13 month contract with an opportunity to extend it to another 12 to 24 months depending on performance.

Commencing: July 2021

Location: International or Dublin.

What does the programme involve?

The Jameson International Graduate Programme is a brand advocacy programme. It offers you the opportunity to work abroad in one of their international offices. It is a field-based job which will include brand education, event management and digital marketing. You will be working with local brand teams in a foreign market and on your own initiative with bartenders, distributors, influencers etc.

Training

In the first four-weeks of the programme there is an introductory training course which covers the history and brand of Jameson along with the marketing strategies they use for their brand.

Throughout your time with Jameson you will have monthly meetings with your line manager in Dublin and frequent feedback from your managers in the foreign market you are placed in.

Most of your training will come from on the job learning. You will be heavily involved in organising events, supporting digital marketing strategies, and educating customers about Jameson's products.



“

One day I could be budgeting, the next day marketing online and the day after that managing an event, so no day is the same.

”

- Cathal, Jameson Graduate Programme Participant

[Watch Cathal's story by clicking here](#)



Application Process

1. You must submit a written application with a two-minute video explaining why you are the perfect fit for Jameson.

[Click here for tips to make your video](#)

2. If you are successful in your online application, then you will be invited to take part in their assessment day. Activities on the day include a 2-minute presentation, group exercises, a language assessment, and an interview.

What are they looking for?

- A creative thinker with a passion for sales and marketing.
- A full driving licence is required.
- Passionate for all things digital.
- Independent, self-motivated and can work on your own initiative.

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Bord Bia International Graduate Programme

Opening dates: Present - 29th January

Duration: 23 months

Pay: Tuition fees + bursary of 43,700 - 49,540.

Start date: Summer 2021

Location: International or Dublin.

What does the programme involve?

The programme offers you a fully funded masters with a tax-free bursary worth 43,700 - 49,540. Most of your time will be spent on work placement with Bord Bia and you will also complete eight modules in two years at The Michael Smurfit School of Business. You can be placed in one of their 15 international offices or in their headquarters in Dublin. They have a variety of roles available to you from brand development to Customer insights to Digital Marketing. The role they place you in depends on your skillset and preference.



Training

You will receive formal training at The Michael Smurfit School of Business.

There is on the job training for different areas of marketing including Consumer Insights, Sustainability, Brand Marketing, Digital Innovation and Leadership.

There is also a mentorship programme.



“

I am based in the Paris office and we work with the Belgium Luxembourg and French market. To summarise I help Irish businesses who want to export into those markets.

”

- Isobel O' Neill, Bord Bia Graduate Programme participant.

[Click here to listen to four participants journey on the Bord Bia International Programme.](#)

Application Process

1. Fill out an online application.
2. Next is an assessment day involving Psychometric testing, which is a series of timed questions such as numerical, verbal, or logical. An interview with a panel of representatives at Bord Bia and a presentation to the panel of interviewers.

What are they looking for?

- A 2.2 from any level 8 degree.
- Someone with a passion for the food and drink industry.
- Someone who is resilient, motivated and a team player.
- It is preferred you speak another language, but it is not a requirement.

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AN POST MARKETING GRADUATE PROGRAMME

Application opening dates: Present – Spring 2021

Duration: 2 years

Commencing: September 2021

Location: Dublin

What does the programme involve?

An Post have two main sectors, the B2B sector focuses on handling deliveries for companies and the B2C sector focuses on promoting their Post Office services to the general public. They also have a Direct Mail sector which creates all the leaflets that come in the door with your post. Throughout the programme you will gain experience in each of these sectors and could be involved in responsibilities such as TV advertisements, in-store promotions, and radio advertisements.

Training

There is an induction for the first two weeks of the programme. It covers all the information about the company and you get to see different areas of the business operations such as how the mail is sorted, how the postmen and postwomen operate and what type of queries do the customer service staff receive.

They also have a Graduate Development Programme, internal speaker events and a mentorship programme.



“

I help plan and execute marketing campaigns to promote our stamps and products, I am involved in all areas of marketing including TV, PR, social media, digital and radio.

”

- Amy, a participant in An Post Marketing Graduate Programme.

Read our interview with Amy about her experience on the An Post Graduate Programme, in this months newsletter.



Application Process

1. Fill out an online application form and email it to An Post.

2. Then take an online Core Competencies questionnaire which measures how you handle different work situations.

3. If you pass the initial screening you are then invited to attend an assessment day with An Post. The activities held on the day are group assessments, individual assignments, and an interview.

What are they looking for?

- A 2.2 in a relevant degree.
- A strong team player.
- An ability to analyse problems and provide customer quality focused solutions.

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MUSGRAVES MARKETING GRADUATE PROGRAMME

Application Dates: Present - 7th of January

Duration: 2 years.

Location: Cork

Start date: August 2021

What does the programme involve?

Throughout the two-year programme, you will gain experience in different areas of Marketing including Public Relations, Digital Marketing, overall marketing strategy and content creation.



Training

There is an Introductory training course, which is held in the first few weeks of the programme. It covers the company's history and its overall marketing strategy. Musgraves also holds outdoor activities to build teamwork skills.

Musgraves wants you to grow personally within the company. That's why they have a Development Programme for their graduates which helps you become more self-aware and confident in your abilities.



“

I develop new profitable brands for Musgraves. My biggest achievement was when I helped set up a pop-up shop for a premium chocolate company.

”

- Aisling, A new Food Brand Graduate with Musgraves.

[Click here to watch a video about Aislings experience on Musgraves Graduate Programme](#)

What are they looking for?

- A love for good food and a passion for retail.
- Innovative and thrives in a fast-paced enviromient.

Application Process

1.Fill out an online application and have your CV ready for uploading.

2.There is a three-part online assessment including a verbal, numerical and situational judgement assessment. These assessments test your ability to draw logical conclusions from data and your reaction to certain work situations.

3.Then complete an automated video interview; this is not a person to person interview. Three questions are displayed on your computer screen which you must record yourself answering them using your webcam.

4.The last stage is The Assessment Centre, it includes activities such as group discussions, practical exercises, and analytical presentations. There would also be an interview at the end of the day.

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RYANAIRS MARKETING GRADUATE PROGRAMME'S

Application opening dates: Present to January 31st

Duration: 2 Years

Start date: Immediate availability.

Location: Dublin

What is involved in Ryanairs Digital Experience Graduate Programme?

Ryanair have two Marketing Graduate Programmes available. One of them is the Digital Experience Graduate Programme, it involves developing and managing Ryanair's digital customer journey. You will be rotated amongst four different areas in the digital team including launching new online features and products, helping to design Ryanair's website and app, gathering customer behaviour insights and social media management.



What is involved in Ryanairs Sales and Marketing Graduate Programme?

This graduate programme will cover four areas over a two-year period. It will focus on International PR, Brand and Advertising, Social Media, and Insights. Your responsibilities will include, developing marketing campaigns, managing social media accounts, writing, and publishing press releases and tracking users on Ryanair's website.





Training

There are four rotations, with a six-month commitment to each rotation. On the job training will be provided. At the end of the programme, you will have in depth knowledge of each area involved in the programme and will be given the chance to specialise in a specific sector.

What are they looking for?

- A 2.1 in a relevant degree.
- You must be hard working with an entrepreneurial spirit.
- They are looking for graduates who have outside interests.

Application Process

1. Fill in an online application and attach your cover letter stating why you want to work at Ryanair.

2. If you pass the initial screening you will then be called for a remote interview or face to face interview (depending on Covid)



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2k Performance Marketing Analyst

Opening Dates: Processed as they are received

Start date: July 2021

Duration: 18 months

Pay: 35,000 with a review of your salary every 6 months.

Location: Dublin.

What does the programme involve?

2k is focused on performance marketing, commercial strategy, data engineering and data science. They develop and publish interactive entertainment globally for console systems, handheld gaming devices and personal computers. This programme will cover all areas of digital marketing, technical marketing, and analytics.



Training

You will be rotated between six different positions in the company over 18 months. These areas include operating ad platforms and utilising excel along with how to manage your day to day tasks. The graduate programme also covers how to advertise on various digital platforms such as Facebook, Twitter, Snapchat, etc. You will learn SEO and how to operate the technical side of ecommerce stores. You will receive training and guidance for each rotation.



What are they looking for?

- Graduates with strong analytical skills.
- A 2.1 in a level 8 degree and proof that you have numerical abilities.
- A self-starter with strong attention to detail.



Application Process

1. Fill out a standard online application and write a cover letter explaining why you are a good fit for the position.
2. 80% of their hiring process is based on a test that looks at your quantitative and qualitative skills along with your ability to learn new things.
3. Once you have passed the initial screening you will be called for an interview.

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HELPFUL RESOURCES

Head over to the [Graduate Hub](#) on our website and find loads of tips for networking online, free online courses and interview tips.

[Click here to go to our Graduate Hub](#)

We created an Instagram page especially for Marketing Graduates. Here you will grow your marketing knowledge with tips from industry leaders, hear from other marketing graduates and stay up to date with the latest marketing trends and news.

[Click here to follow us on Instagram](#)

If you are wondering how recruiters fill a position, then head over to our webinar with Rory Brennan. He is a marketing recruiter, and in this webinar, he details his process for hiring a marketing graduate to fill a position.

[Click here to watch the webinar.](#)

Are you nervous about starting a new position and need some advice? Don't worry we recently held a webinar with three marketing executives called "5 Things I Wish I Knew Before Starting My Job". One of the participants was on the Jameson Graduate Programme and she gives some great advice about getting started.

[Click here to watch webinar.](#)