



CMD Group



#WPEP-2390181



CMD GROUP, Bridgewater House, Rockwood
Parade, Sligo, Co. Sligo, F91 Y9YY



No of positions : 1



Work Placement Experience Programme



As per WPEP guidelines



Work Placement Experience Programme



02/05/2025



27/06/2025

How to apply

Application Method :

This programme is for jobseekers that are in receipt of a qualifying social welfare payment and those transferring from a social welfare scheme. Full eligibility details are available [here](#)



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Digital Marketing Assistant - WPEP Scheme

Application Details

This Work Placement Experience Programme provides Participants with an opportunity to gain meaningful work experience, learning and training while on the programme. This programme is for jobseekers who are in receipt of qualifying social welfare payments and those transferring from a social welfare scheme or an ETB Training Allowance. Your eligibility for this programme will be verified by the Department as part of the application process.

Job Description

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Job Description

You will have an interest in pursuing a career in digital marketing but have not had the opportunity to practice in a real live situation. As a Digital Marketing Assistant, you will be assigned a mentor who will assist in introducing you a range of activities required for executing the business's online presence and visibility, and you will gain experience in how to assist with:

The day-to-day management and content updates of the business website, including:

Ensuring the website is mobile-friendly and up to date with accurate information.

Optimising website content to search engines, to drive traffic and improve search rankings.

Writing engaging blog posts to enhance user experience.

Developing content for and managing email campaigns for the business.

Administering social media accounts and creating and curating engaging content for the various social media platforms.

Engaging with followers, responding to comments, and participating in conversations to build a positive online community.

Role Description

This is a training and work experience opportunity; no prior experience in this role is necessary. Accredited and/or sector recognised training will be provided to support your placement. Participants are eligible to participate in the WPEP QQI Work Experience Module which was developed by the

Education & Training Boards in collaboration with the Department of Social Protection. This optional module will fulfil your accredited training requirements for the WPEP.

Formal Training:

Introduction to company policies and procedures.

The candidate will be provided with the necessary access to internal platforms.

Attendance on self-paced online courses.

Attending Webinars.

WPEP QQI Work Experience Module

Informal Training:

Spontaneous on-the-job learning and peer interactions.

Mentor-led learning by doing, with feedback from colleagues.

Customer Service

Communication Skills

Teamwork in a busy office environment

Career Development

The candidate will always be encouraged to ask questions and explore possible outcomes.

- **Sector:** professional, scientific and technical activities

Career Level

- Not Required

Candidate Requirements

(Essential)

- **Minimum Experienced Required (Years):** 0