



BLAZENVALE LIMITED



#WPEP-2391396



CHUPI, Unit 10, Powerscourt Townhous, 59

William St S, Dublin 2, D02 FX73



No of positions : 1



Work Placement Experience Programme



As per WPEP guidelines



Work Placement Experience Programme



20/06/2025



15/08/2025

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 Advertising 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

Chupi has brought diamonds into the 21st century. Through a focus on sustainability, innovation and master craftsmanship, Chupi offers meaningful luxury — timeless jewellery that tells stories of love, hope and everything in between, designed to be passed down for generations to come.

The successful participant will gain experience in, and will be trained in the following:

Digital Advertising Monitoring performance across Meta, Google Ads, and Pinterest

Reviewing ad spend, click-through rates, conversion metrics

General Campaign Support

Collaborating on keyword research and campaign content briefs

Monitoring traffic performance via Google Search

Analysing open rates, click-throughs, and attributed revenue performance

Reporting preparing weekly and monthly reports for internal review

Contributing to post-campaign reviews and strategy sessions

You'll Gain Skills In:

Performance monitoring and analysis Cross-platform advertising (Meta, Google, Pinterest), Email campaign setup, targeting and optimisation SEO principles and campaign execution. Use of industry-standard tools like GA4, Klaviyo, Shopify, and Looker Studio.

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.

Role Description

The participant will receive formal/informal training and mentoring in the following:

Formal Training:

- GA4
- Klaviyo
- AI
- Shopify
- Looker Studio

Informal Training:

- Communication Skills
- Teamwork and Collaboration
- Creative thinking and a visual sensibility

- **Sector:** other service activities

Career Level

- Not Required

Candidate Requirements

(Essential)

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