



INNOVATE Business Technology Limited



#WPEP-2463272



Business Campus, M11, Wexford Road,
Gorey, Co. Wexford, Y25 A8H2



No of positions : 1



Work Placement Experience Programme



As per WPEP guidelines



Work Placement Experience Programme



14/08/2026



09/10/2026

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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Data Support 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

This six-month WPEP placement offers an excellent opportunity to gain practical experience in business administration, data management, CRM administration, research, reporting, and general business support within a growing technology company.

The participant will work alongside the Marketing and Business Development teams, supporting day-to-day business activities including research, database management, data quality, records management, CRM administration, business reporting, and information management.

The placement will provide hands-on experience using tools including Microsoft 365, CRM systems, SalesQL, LinkedIn Sales Navigator, GlassHive, Canva, Clipchamp, and other business applications used to manage and maintain company information and records.

Through a combination of formal training, on-the-job learning, mentoring, and practical experience, the participant will develop valuable skills in business administration, CRM administration, data management, data quality, reporting, records management, Microsoft 365 applications, and general office support.

The placement is suited to someone who enjoys research, working with data and technology, and wants to develop practical workplace skills while gaining experience within a professional business environment.

Role Description

Formal Training

The participant will receive structured training and development in areas including:

- Microsoft 365 and relevant Microsoft applications
- CRM and marketing automation platforms
- LinkedIn Sales Navigator and prospecting tools
- Email marketing and campaign management
- Digital marketing principles and B2B marketing
- Data management, data quality and reporting
- GDPR and responsible handling of business contact data
- Canva and digital content creation
- Basic marketing analytics and campaign reporting
- Introduction to sales and business development processes

Training will be delivered through a combination of internal training, platform-specific learning resources, guided instruction and relevant external learning opportunities where appropriate.

Informal / On-the-Job Training

This is where I'd make the WPEP application particularly strong because it demonstrates that the participant isn't simply being given a list of tasks. They are being supported, mentored and developed through real work.

Informal / On-the-Job Training

The participant will receive ongoing practical training and mentoring from experienced members of the Marketing and Business Development teams.

This will include:

- Shadowing experienced team members during marketing and business development activities
- Learning how to research target organisations and identify relevant decision-makers
- Practical guidance on using CRM and marketing platforms
- Learning how to build, cleanse and maintain accurate business databases
- Working alongside the team on live marketing campaigns and communications
- Receiving feedback and coaching on campaign administration and data quality
- Learning how marketing activity supports wider business development and recruitment objectives
- Participating in team meetings and campaign planning sessions
- Developing practical skills in reporting, analysis and presenting campaign information
- Learning how to prioritise tasks and manage competing deadlines in a commercial environment
- Regular guidance and feedback from the participant's supervisor
- Gradually taking greater responsibility for assigned activities as confidence and competence develops

- **Sector:** information and communication

Career Level

- Not Required

Candidate Requirements

(Essential)

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