

## DIGITAL MARKETING TRAINEESHIP



- NO COURSE FEES
- TRAINING ALLOWENCE AVAILABLE
- FREE ADOBE CC ACCOUNT
- ACA QUALIFICATIONS
- COMPLETE COURSE IN 9 MONTHS

**ENROL NOW  
FOR SEPTEMBER**



**TRAINEESHIP**  
SHAPING SKILLS, BUILDING CAREERS  
[www.traineeship.ie](http://www.traineeship.ie)



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Bord Oideachais agus Oiliúna  
an Chabhsáin agus Mhuintreacháin  
*Cavan and Monaghan  
Education and Training Board*



**EUROPEAN UNION**  
Investing in your future  
**European Social Fund**



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020  
Co-funded by the Irish Government  
and the European Union

## Is this course right for you?

This traineeship provides a wide range of key digital marketing, ebusiness and creative web development skills necessary to work within a marketing setting. The learning environment includes state of the art Apple Mac suite where trainees receive a free account with Adobe Creative Cloud, gaining access to the latest industry standard packages for content creation. Trainee's will have the opportunity to carry out work placement with local companies throughout the course. A Training Allowance is paid to those in receipt of a Social Welfare Payment. Individuals may be entitled to Travel or Accommodation Allowance, a Meal Allowance and access to the CETS Childcare scheme.

## What will you study?

Throughout the course there will be particular emphasis on developing project management skills, creating and maintaining websites, designing images, posters, animations and video for use online. Also creating and managing social media platforms i.e. Facebook, Twitter and how to use modern technologies such as analytics to understand online marketing campaigns.

- Digital Marketing
- Project Development
- Web Authoring
- Digital Movie Processing
- Multimedia Authoring
- Graphic Design
- Design Skills
- Communications
- Work Experience

## Job Opportunities:

There are job opportunities in the following areas: Digital Marketing, Social Media Marketing and Digital Content Creation in web development, graphic design and video production. Our current partners are: McAree Eng, Sky Rocket Media, Cocktails for You, The Squealing Pig, Hollyblue, Mantra Living, TCS Trade Sales, Sound Quality and Ronaghan's Pharmacy.

## Education Opportunities:

Monaghan Institute | Advanced Certificate in Digital Media and Web Design | Level 6  
DkIT | Digital Marketing, Communication & Public Relations | Level 7  
LyIT | Graphic and Digital Design | Level 7  
Blanchardstown IT | Creative Media Technology | Level 8  
DCU | Multimedia | Level 8

## Eligibility:

Applicants must be 16+ and:

Have achieved Leaving Cert/QQI Level 4 Award or equivalent OR relevant work experience.  
Possess a genuine interest in creating engaging digital content for the Digital Marketing Sector. Applications are welcome from those in employment who wish to upskill or reskill.



## TO ENROL:

Please contact Recruitment officer Michelle Baker:  
• [Training@cmetb.ie](mailto:Training@cmetb.ie)  
• (049) 4353923  
• [www.fetchcourses.ie](http://www.fetchcourses.ie)