

Name: Caoimhe Mac Gabhann, 4th Year BBA Marketing

Placement Partner Organisation:
Value Retail (Kildare Village)

Job Description:

Retail Coordinator is responsible for supporting local operations within the Retail team and with brand partners in the Village. Supports with Recruitment, Training and Administration duties including event organization and day to day tasks.



What I Did:

Start Date: 5th June 2018 End date: 19th July 2019

Projects included coordinating a Recruitment Fair for brand partners (September 2018) and the organization of two brand staff parties for the summer and Christmas. Routine work included maintaining coordination of the Retail team, relationships with brand partners and answering queries. Supporting with CRM and recruitment in particular. Trip to Bicester Village, Oxfordshire in the UK in September.

Learning Outcomes:

- Skills learned include but not limited to – teamwork, communication skills.
- Theories covered from Marketing modules and Organizational behaviours.
- Different to my degree but still beneficial as I worked with the Marketing department on projects.
- 100% an area I would work in again as I found I had the right personality and skills for the job.
- Door is always open if I wished to return to the organization.

Contact: Placement Office placement@mu.ie