Name: Conor Kirwan 4th Year
BBA Business & Management

Placement Partner Organisation:
Bord Bia – The Irish Food Board

Job Description:

To provide administrative and event support to the Food and Beverage Team across a wide range of activities including Food Works, Think Digital, Market Study Missions, Sector Debriefs, Commercial Marketing Strategy, & Vantage website. Dealing with queries relating to Chocolate, Confectionery and Snacking clients during the replacement process for Sector manager. Assisting with front of house and facilities duties by covering reception and organisation of post in and out.
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What I Did:

Start Date: July 20th 2017   *End date:* July 27th 2018

• Co-ordination of Food Works Workshops, Market Study Visit to London & Food Works Showcase area at Bord Bia's Marketplace International.

• Preparation & content creation for Food Works Social Media Recruitment campaign.

• Co-ordination of Bord Bia's Digital Marketing Programme Think Digital & Creation of the Think Digital Ezine.

• Co-ordination of Bloom Food Market with over 70 producers.

• Management of Bord Bia's Small Business Website "Bord Bia Vantage"

• Support in the development of Bord Bia's Commercial Marketing Strategy.

• Co-ordination of several food showcase events, including an event with UCC & Mayor of San Francisco.

Learning Outcomes:

Skills : Communication | Teamwork. |Time Management. | Attention to Detail | Project management | Entrepreneurship

• Bord Bia gave me the opportunity to travel to London with Food Works and analyse the

• UK & London Market in a Retail and Foodservice Perspective.

• Bord Bia gave me the opportunity to become a Certified Digital Marketing Professional with a Professional Diploma in Digital Marketing through DMI.

My Placement year gave me great insights into the Food Industry. I would love to work in this industry again and I will be applying for Bord Bia's graduate programme through the IBEC Global Graduate programme.

Contact: Placement Office placement@mu.ie