



CAINTE ENTERTAINMENT LIMITED



#JOB-2356861

CAINTE ENTERTAINMENT LTD, Dundalk



Science and Technology Park, Mullagharlin,  
Dundalk, Co. Louth, A91 X56F



No of positions : 1



Paid Position



39 hours per week



38004.72 Euro Annually



24/09/2024



22/10/2024

### How to apply

#### Application Method :

Not available



Open your camera app & point here to view this ad online



## Marketing Manager

### Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

### Job Description

Job Description:

We are seeking an experienced and skilled Marketing Manager to join our team. The successful candidate will be responsible for operating European marketing and overseeing Asian marketing, especially China, Hong Kong and Taiwan. Marketing Manager will required to evaluating and developing marketing strategy and marketing plan.

Marketing Manager required to planning, directing, and coordinating marketing efforts and communicating the

marketing plan. Marketing Manager research the demand form our services and products, and also competitor

research in. Marketing Manager will also working with the team in the China to develop pricing strategies to

maximize profits and market share while balancing customer share, and also supporting sales and lead

generation efforts. Marketing Manager require to overseeing social media market strategy and content marketing, developing promotions, managing advertising campaigns to building brand awareness and positioning. For instance, one of our growing businesses is providing food truck services for Irish music festivals, such as All

Together Now and Electric Picnic. Beyond Ireland, there is a significant market for food truck services at music festivals across Europe and Asia. Therefore, the marketing manager needs to extend this service to more regions and countries, such as the UK and Spain in Europe, and China, Hong Kong, and Taiwan in Asia. Additionally, we provide catering services to some companies in China, such as a pharmaceutical plant in Wuxi. The marketing manager will need to expand this service to more clients in Asia, especially in China, Hong Kong, and Taiwan, playing a crucial role in driving the company's revenue growth.

Key Requirements:

To excel in this role, the candidate should possess over 3 years of experience in the marketing industry, with a strong familiarity with the catering sector. The ideal candidate will have a Bachelor's degree in Marketing, Communications, Art, or a related field, and proven experience in creating and managing social media content, and executing successful marketing campaigns. Proficiency in digital marketing tools, content creation, and video production is essential, alongside excellent communication, project management, and customer focus skills. A track record of expanding client bases, establishing brand partnerships, and staying current with industry trends is also crucial. The marketing manager must not only understand the European market but also have a good knowledge of the Asian market, particularly in China, Hong Kong, and Taiwan, to build the company's image in Asia and expand its business and client base in the region. Preferred qualifications include advanced knowledge of marketing strategies, photography, and editing tools like Final Cut and Premiere, as well as experience with media buying.

- **Sector:** accommodation and food service activities

#### **Career Level**

- Managerial