



CORE OPTIMISATION LIMITED



#JOB-2401370



CORE OPTIMISATION, Unit 2, Bay 137,  
Shannon Free Zone, Co. Clare, V14 H529



No of positions : 1



Paid Position



40 hours per week



To be Confirmed



07/07/2025



04/08/2025

## How to apply

### Application Method :

Not available



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



## Digital Marketing Executive

### 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

As a Digital Marketing Executive, you will be responsible for planning, executing, and optimizing paid advertising campaigns across Google Ads, Meta platforms, and other digital channels. With one year of practical experience and a Master's degree in Digital Marketing, you bring a strong foundation in strategy, analytics, and content performance. You will also conduct marketing and content audits to support continuous improvement across digital touchpoints.

#### Key Responsibilities:

- **PPC Campaign Management:**

Plan, manage, and optimize paid campaigns across Google Ads, Meta (Facebook/Instagram), and LinkedIn. Ensure alignment with campaign objectives, continuously improving performance through testing and data analysis.

- **Performance Tracking & Reporting:**

Monitor and report on key performance indicators (KPIs) using tools such as Google Analytics, Meta Ads Manager, and Google Ads. Translate data into actionable insights and recommendations.

- **Digital Marketing & Content Audits:**

Conduct in-depth audits of websites, landing pages, and content assets to evaluate SEO, UX, and overall digital marketing effectiveness. Present findings and improvement opportunities to internal teams or clients.

- **A/B Testing & Optimization:**

Execute A/B and multivariate tests on ad copy, creatives, and landing pages to improve click-through and conversion rates.

- **Budget Management:**

Track ad spend to ensure it aligns with allocated budgets and business goals. Assist in monthly budget forecasting and performance analysis.

- **Creative Collaboration:**

Collaborate with design and content teams to develop ad creatives and messaging that support campaign objectives and reflect brand identity.

- Audience Targeting & Segmentation:

Build and refine custom audience segments based on behavioral, demographic, and intent data to maximize campaign relevance and efficiency.

- Competitor & Trend Research:

Stay up to date with digital advertising trends, platform updates, and competitor activity to identify new opportunities and maintain a competitive edge.

Qualifications & Skills:

- Master's degree in Digital Marketing and a Bachelor's degree in Business, Marketing, or a related field.
- 1 year of hands-on experience in paid media campaign management (Google Ads, Meta Ads, LinkedIn, etc.).
- Strong analytical skills with experience using Google Analytics, Google Ads, Meta Ads Manager, and other performance tools.
- Knowledge of SEO principles and ability to identify on-page and content optimization opportunities.
- Excellent communication and presentation skills, both written and verbal.
- Creative mindset with attention to detail and a proactive approach to problem-solving.
- Familiarity with tools such as Canva, SEMrush, Mailchimp, and social media scheduling platforms (e.g., Buffer, Hootsuite) is a plus.

- **Sector:** professional, scientific and technical activities

### **Career Level**

- Entry Level