



Company Details Confidential



#JOB-2404789



23 Saint Anne's Terrace, Raheny, Dublin 5,
D05 K371



No of positions : 1



Paid Position



40 hours per week



2835.00 Euro Monthly



28/07/2025



25/08/2025

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : jian@blissbouncesocks.com



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



Digital Marketing & Growth 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

Role Overview:

As a Digital Marketing & Growth Executive, you'll manage our multi-platform marketing strategy—from Google Ads to TikTok—and develop creative content that drives traffic, boosts conversions, and builds community. You'll also occasionally work with suppliers in China and Turkey for campaign collaboration and video production, so speaking Chinese or Turkish is a key advantage and highly preferred.

Key Responsibilities:

Performance Marketing & Ads:

- Plan, launch, and manage ROI-driven paid ad campaigns across Google Ads, Facebook, Instagram, and TikTok
- Conduct A/B testing on creatives, copy, and audiences to optimize conversions
- Set up and monitor pixel tracking, retargeting strategies, and conversion funnels
- Prepare ad reports with insights and improvement strategies

Social Media Management & Content:

- Develop monthly content calendars for Instagram, TikTok, and Facebook
- Create or coordinate engaging short-form video content that reflects the brand's tone
- Engage actively with followers to build relationships and encourage UGC (user-generated content), respond to DMs/comments, and grow organic reach
- Monitor platform trends and implement viral strategies

Influencer & Community Building:

- Identify and reach out to influencers for partnerships and gifting
- Manage customer relationships and cultivate brand ambassadors
- Host giveaways, challenges, and community-driven campaigns
- Collect and repurpose user feedback and testimonials for social proof

Events, Exhibitions & International Support:

- Support brand presence at local and international events
- Travel to China and Turkey to support product photoshoots, trade exhibitions, and collaborative events with suppliers
- Help communicate marketing goals to suppliers and ensure alignment

Supplier Communication & Campaign Support:

- Collaborate with suppliers to create marketable campaigns for new designs
- Translate customer feedback into marketing strategy and product improvements
- Chinese or Turkish language skills are highly preferred
- Experience in business or supplier collaboration is an advantage

Requirements:

- Bachelor's degree in Marketing, Media, Communications, or equivalent experience
 - 2+ years in social media marketing, digital ads, or e-commerce growth roles
 - Hands-on experience with Facebook/Meta Ads Manager, TikTok Ads, and Google Ads, demonstrated ability to grow audiences and manage ad budgets
 - Proficiency in short-form video editing (CapCut, InShot, Adobe Rush, etc.)
 - Strategic thinker with the ability to plan and execute multi-channel campaigns
 - Fluent or conversational in Chinese or Turkish is highly preferred
 - Willingness to travel internationally for media shoots, exhibitions, or campaign events
-
- This vacancy is suitable for Remote/Blended working
 - **Sector:** information and communication

Career Level

- Experienced [Non-Managerial]