



DIAMOND SMILES DENTAL LIMITED



#JOB-2412036



Multiple Locations



No of positions : 2



Paid Position



39 hours per week



34000.00 Euro Annually



15/09/2025



13/10/2025

How to apply

Application Method :

Not available



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Business Development and Marketing Executive (Dental Services)

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



Multiple Locations :

- DIAMOND SMILES, 3 Meath Street, Dublin 8, D08 KD2Y
- DIAMOND SMILE DENTAL SURGERY &, 190 Parnell Street, Dublin 1, D01 DR74

Job Title: Business Development and Marketing Executive (Dental Services)

Employer: Diamond Smile Dental Orthodontic & Aesthetics Clinics

Location: 3 Meath Street - Dublin 8 and 190 Parnell Street - Dublin 1

Salary: €34,000 per year

Hours of Work: 39 hrs/week

About the Role:

We are looking for a Business Development and Marketing Executive to join our dental services team in Dublin. This role is focused on expanding patient engagement, building strategic partnerships, and strengthening our clinic's presence in the dental market. The position requires a mix of marketing expertise, business development skills, and understanding of the dental/healthcare industry.

Key Responsibilities:

Business Development

- Identify and pursue new business opportunities to grow patient numbers and revenue streams.
- Develop and implement business strategies to increase patient acquisition and retention.
- Build and maintain partnerships with dental providers, community groups, and corporate clients.
- Develop referral networks with healthcare professionals, local businesses, and community organisations.
- Create proposals and presentations for B2B collaborations and sponsorship opportunities.
- Negotiate and manage service contracts with partners and suppliers.
- Monitor KPIs related to revenue growth, patient acquisition, and market expansion.

Collaborate with the clinical and administrative teams to ensure seamless patient experience.

Marketing

Design and execute integrated marketing campaigns across digital and offline channels.

Manage clinic's social media presence, SEO, and paid campaigns (Google Ads, Meta Ads).

Manage marketing campaigns across digital platforms (Facebook, Instagram, Google Ads).

Conduct market research to identify trends, competitors, and growth opportunities.

Support and organize clinic branding through events, workshops, and oral health awareness campaigns.

Oversee branding, communication materials, and PR activities.

Report on marketing performance, patient engagement, and ROI.

Requirements:

Bachelor's degree in Marketing, Business, Dentistry, or related field.

Previous experience in business development, marketing, or healthcare services.

Strong knowledge of digital marketing and social media platforms.

Excellent communication, organizational, and interpersonal skills.

Ability to work in a fast-paced clinical environment with a results-oriented mindset.

Preferred Qualifications:

Postgraduate studies in Marketing & Business.

Hands-on experience in dental services.

Knowledge of dental lab processes, orthodontic treatments, and patient care workflows.

Bilingual or multilingual skills.

- **Sector:** administrative and support service activities

Career Level

- Executive