



Company Details Confidential



#JOB-2412956



#216, NESTA, Killbarrack, Howth Junction,
Killbarrack Ind Est, Dublin 5, D05 DC60



No of positions : 1



Paid Position



35 hours per week



To be Confirmed



20/09/2025



18/10/2025

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : info@brightstarcare.ie



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

The Marketing Manager is responsible for organising and managing marketing campaigns from creation to execution, in line with the overall marketing strategy and business goals. They can oversee many different marketing activities from social media and email, to events and product launches.

Marketing Manager will be responsible to market the personal care services in Ireland, even using personal contacts and door-to-door marketing .

They will be a fixed target to meet weekly/monthly.

Day-to-Day Duties:

Developing and overseeing marketing campaigns in line with the overall marketing strategy, to help achieve business goals

Leading on research efforts across the market to help inform marketing campaigns

Developing and managing content and promotional material for use over a variety of channels

Communicating and coordinating with internal stakeholders regarding marketing campaigns to ensure successful and optimal execution

Tracking and analysing performance of campaigns to measure effectiveness and optimising to ensure a ROI

Coordinating and managing the direct reports in the marketing team to ensure unity and cohesion of marketing activities

Managing and monitoring the marketing budget appropriately

Building and maintaining strategic relationships with agencies and key external stakeholders

Essential Skills and Experience:

Must have a degree or equivalent qualification in the field.

Proven experience in developing and executing successful marketing campaigns

Strong numerical and analytical skills to make sense of marketing metrics and make informed decisions

Excellent verbal and written communication skills

Familiarity with the latest marketing tools and technologies

Ability to stay up to date with the latest industry trends and developments

Strong attention to detail and outstanding organisation skills

Ability to think innovatively and commercially

Must have right to work in Ireland as an Irish/EU-citizen.

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

Career Level

- Not Required