



Flutter Entertainment plc



#JOB-2413153



PADDY POWER, Power Tower Unit 1-4,
Founders District, Dublin 4, D04 V972



No of positions : 1



Paid Position



40 hours per week



41000.00 Euro Annually



23/09/2025



21/10/2025

How to apply

Application Method :

Please apply to the vacancy by the following means:

URL :

<https://careers.flutteruki.com/search-jobs/jr132798/paid-social-executive/>



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



Paid Social 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 purpose:

Betfair is a leading brand in its category, driving differentiation through disruption & delivering world class, through-the-line marketing campaigns. The role of the paid social executive will be critical in delivering on the brand's continued success & will play a key role in driving new customer acquisition and retention.

As the paid social executive in the Betfair paid social team, you will be responsible for leading the execution of paid social campaigns across both sportsbook and gaming. The role will require an individual with first-hand experience creating, managing, and optimising paid social campaigns across the main social platforms.

The successful candidate will be required to take ownership of the paid social plans and implement them across the relevant platforms. They will also prospect new channels and audiences to diversify our channel mix. They will own all elements of the campaigns, from briefing creatives and offers, to setting up and managing campaigns day to day.

The role offers the opportunity for an ambitious person to work in a fast-moving environment with a world class marketing team & you will have a key role in delivering operational excellence, develop best practice across channels and improve/establish working processes.

Key Responsibilities:

Own the paid social plans for both sportsbook and games, working with relevant teams within the business to create attractive promos to attract new customers. This involves actively working with our promotions team to create new offers each week.

Building and optimising paid social campaigns across Facebook, Instagram, Twitter & Snapchat.

Work with the creative studio to develop best in class creatives for all paid social activity.

Responsible for prospecting new partners and channels for paid social to drive incremental sign ups outside of our traditional channels.

Responsible for managing the acquisition and existing customer activity for both sportsbook and games. This involves building out detailed plans which are aligned to the overall digital CRM strategy while also actively optimising and managing campaigns.

Responsible for managing the paid social budgets across acquisition, brand, and existing customer campaigns, ensuring both perform towards agreed upon KPI's.

Responsible for paid social reporting across acquisition, brand, and existing customer campaigns. Creating digestible and clear reports and sharing with relevant stakeholders, ensuring a frequent cadence is maintained.

Essential Skills & Experience:

Minimum 2 years experience of managing and optimising paid social campaigns within the RMG industry.

Proven ability to deliver campaigns to agreed upon KPI's and within budget.

Track record of problem solving, analysing issues and opportunities as well as providing and implementing recommendations to improve campaigns.

Enthusiastically committed to establishing oneself as top talent in the field of Media and Marketing as well as pursuing

- This vacancy is suitable for Remote/Blended working
- **Sector:** arts, entertainment and recreation

Career Level

- Experienced [Non-Managerial]