



Company Details Confidential



#JOB-2413770



UNCLE TOM'S CABIN, Dundrum Road,
Dublin 14, D14 W895



No of positions : 1



Paid Position



40 hours per week



36400.00-41600.00 Euro Annually



25/09/2025



23/10/2025

How to apply

Application Method :

Not available



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Head of Marketing

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

We are seeking an experienced and strategic Head of Marketing to lead our marketing department and drive our company's growth initiatives. The Head of Marketing will be tasked with developing and executing comprehensive marketing strategies that align with our business objectives and enhance our brand presence in the marketplace. This individual will work collaboratively with cross-functional teams to ensure cohesive messaging and branding across all platforms while leveraging data analytics to guide decision-making and optimize performance. The ideal candidate possesses a deep understanding of both traditional and digital marketing, as well as experience in market research and customer segmentation.

The Head of Marketing will also oversee the marketing budget, ensuring effective allocation of resources to meet strategic goals. This role requires exceptional leadership skills, a strong ability to communicate across diverse audiences, and a commitment to fostering an innovative marketing culture within the organization. In this pivotal position, the Head of Marketing will help shape our marketing vision, nurture talent within the team, and drive collaborative efforts to establish our brand as a leader in the industry.

Responsibilities:

- Develop and implement marketing strategies that align with the company's business goals.
- Oversee and manage the marketing budget, ensuring effective resource allocation.
- Analyze market trends and consumer data to inform marketing initiatives.
- Lead branding efforts and ensure consistent brand messaging across all channels.
- Collaborate with product, sales, and customer service teams to enhance customer engagement.
- Direct digital marketing efforts, including SEO, social media, and online advertising.
- Website management, requiring graphic design capabilities
- Proposal writing
- Establish key performance indicators (KPIs) for marketing campaigns and measure their effectiveness.

- Research and Development, to be able to apply a creative and unseen lens to a new and developing industry.

Requirements:

- Minimum of 5 years of marketing experience, with proven experience as a - Marketing Manager or other relevant senior marketing role.
- Strong understanding of consumer behavior and market dynamics.
- Proven track record of developing and implementing successful marketing strategies.
- Strong analytical skills and experience with data-driven decision making.
- Exceptional leadership and team management abilities.
- Excellent communication and interpersonal skills.
- Ability to thrive in a fast-paced and dynamic environment.
- This vacancy is suitable for Remote/Blended working
- **Sector:** human health and social work activities

Career Level

- Executive