



MAYBIN SUPPORT SERVICES (IRELAND)

LIMITED



#JOB-2419841



Three, the Green, Dublin Airport Cent, Dublin

Airport, Swor, Co. Dublin, K67 X4X5



No of positions : 1



Paid Position



39 hours per week



34000.00 Euro Annually



07/11/2025



05/12/2025

How to apply

Application Method :

Not available



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app & point here
to view this ad
online



Duty-Free Engagement Specialist

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

Maybin Support Services (Ireland) Limited, located at Momentum House, Muirfield Drive, Naas Road, Dublin 12, D12N7PV, is looking for a Duty-Free Engagement Specialist to work at Dublin Airport, Swords, Co Dublin, K67 X4X5, Ireland. This role is a specialist, strategic appointment focused on market development and the commercial management of our over 50 premium and super premium brands in our duty-free portfolio. The responsibilities require an understanding of the brands international product portfolio, the taste and palate of the non-EEA traveller and diaspora market and other skillsets which are not commonly available in the local labour market and are essential to delivering targeted GTR growth. It requires specialist non-EEA market and product knowledge.

Key Responsibilities

- Develop and implement strategic market-entry reports and channel roadmaps for Global Travel Retail (GTR), prioritising duty-free hubs.

- Leverage knowledge of platforms (e.g., Salesware and AXLR8 FSS.) to execute campaigns effectively, while collaborating with technical support teams.

- Analyse customer behaviour and segmentations (by key indicators such as diaspora travel and premium purchase drivers) to shape shopper marketing and assortment strategy.

- Collaborate with cross-functional brand activation teams (commercial, marketing and supply chain) to design and deliver integrated GTR activations that meet revenue, margin and brand KPIs.

- Liaise and coordinate with key airport/duty-free operators and other stakeholders to structure and secure optimal commercial terms, slotting, display fees and joint-promotional investments.

- Produce quarterly competitive reports, market intelligence and feedback on new and existing product launches and seasonal programs; making necessary recommendations.

- Manage promotional projects and measure activation performance (sales uplift, conversion, tactical ROI); implement continuous improvement based on data insights.

- Act as the subject-matter expert for targeted non-EEA markets (e.g., West Africa, Caribbean, North and South America), advising senior stakeholders on long-term market development.

Preferred Qualifications

Previous experience in FMCG sector is desirable

Brand and Product Knowledge

Strong business analysis and branding skills

Experience collaborating with technical and business teams

Stakeholder management

Previous experience with brand compliance and product portfolio management

Good working knowledge of Microsoft Office and CRM/reporting tools

Technical reporting and documenting feedback

Demonstrate ability to think critically and creatively.

Outstanding organizational, communication, and interpersonal skills

Previous experience in merchandising, field sales or FMCG retail is desirable

A genuine passion for the drinks industry and premium spirits.

Salary: €34.000 per year

Work hours: 39 per week

Location of work: Dublin Airport, Swords, Co Dublin, K67 X4X5, Ireland

- **Sector:** other service activities

Career Level

- Experienced [Non-Managerial]