



TATTOO LIKE A GIRL LIMITED



#JOB-2421815



12 Wellington Quay, Dublin 2, D02 RW97



No of positions : 1



Paid Position



39 hours per week



34000.00 Euro Annually



21/11/2025



19/12/2025

How to apply

Application Method :

Not available



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Digital Marketing Consultant

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

Job Title: Digital Marketing Consultant

SOC Code: 3543 – Marketing Associate Professionals

Company Name: Tattoo Like a Girl Limited

Location: 12 Wellington Quay, Temple Bar – Dublin, D02 RW97, Ireland

Tattoo Like a Girl Limited is seeking a Digital Marketing Consultant fluent in Brazilian Portuguese to drive digital strategies and campaigns targeting the Brazilian tattoo and artistic communities.

Job Description

The Digital Marketing Consultant will analyse audience behaviour, develop data-driven digital campaigns, and support the strategic planning of the company's digital presence, focusing on market analysis, campaign development, and performance optimisation.

Key Responsibilities

Analyse marketing needs: Assess and identify target customer segments within the tattoo and creative industries, especially the Brazilian market.

Develop market research methodologies: Create research strategies to understand customer behavior, market trends, and competitors within the tattoo and artistic communities.

Create and optimise campaigns: Plan, implement, and manage digital marketing campaigns across various channels such as social media, email marketing, CRM, website, and paid ads. Ensure campaigns meet KPIs and drive brand awareness.

Monitor and optimise performance: Track campaign performance, analyse key metrics (CTR, ROI, etc.), and adjust strategies to optimise results.

Develop content for diverse audiences: Create content tailored to the Brazilian audience, ensuring cultural and linguistic alignment with the community's preferences and values.

Brand consistency: Maintain consistency in brand messaging and positioning across all digital platforms and communications.

Collaborate with internal teams: Work closely with design, content production, and media teams to ensure smooth execution of campaigns and meet project deadlines.

Reporting and analysis: Prepare detailed reports and dashboards, presenting data-based insights and strategic recommendations to senior management.

Requirements

1–2 years of professional experience in digital marketing, with a focus on data analysis and campaign management.

Proven experience with digital marketing platforms (social media, GA4, email marketing, CRM tools, website management, etc.).

Fluency in Brazilian Portuguese is essential for crafting campaigns and content targeted at the Brazilian audience.

Analytical skills and ability to optimise campaigns based on performance data.

Communication and organisational skills, with the ability to manage multiple projects autonomously.

A passion for the tattoo and creative industries, with an understanding of the unique needs of this community.

Annual Salary: €34,000

p.h.: €16.77

Hours per Week: 39

Start Date: 02/02/2026

Send CV to: tattooikeagirlclub@gmail.com (Contact: Gabriela Barra)

- **Sector:** other service activities

Career Level

- Experienced [Non-Managerial]