



CIRCLE K IRELAND LIMITED



#JOB-2422051



Circle K Support Office, Clonskeagh, Co.  
Dublin,



No of positions : 1



Paid Position



40 hours per week



To be Confirmed



26/11/2025



24/12/2025

## How to apply

### Application Method :

Please apply to the vacancy by the following means:

URL :

<https://workwithus.circlek.com/global/en/ireland-search-results>



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



## Loyalty & Communications Specialist - Circle K

### 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

Circle K are seeking a talented individual with a passion for loyalty, customer engagement, and a detail-oriented mindset to join our growing team.

Reporting to the Loyalty Manager, the Loyalty and Comms Specialist is a 12-month fixed term contract based 5 days in Circle K Support Office, Dublin 4.

The Loyalty and Communications Specialist will play a pivotal role in bringing loyalty campaigns to life across multiple channels, including email, in-app, and SMS. Working closely with internal teams and external partners, you will ensure campaigns are not only creatively compelling but also technically enabled for seamless execution.

### Key Responsibilities

Support the implementation of loyalty programme design and strategy across the Irish market.

Plan, coordinate, and deliver marketing campaigns through email, in-app, and SMS channels to drive customer engagement and programme participation.

Collaborate with internal teams and third-party partners to ensure campaigns are technically ready for launch and executed flawlessly across all touchpoints.

Coordinate in-store loyalty activations and promotional activities in partnership with Operations.

Work with Operations to support employee communications and training (Dealer Partner and COCO sites).

Maintain a detailed project calendar to ensure all loyalty initiatives are planned, communicated, and executed on time.

Measure and report on campaign performance, using data and analytics to identify opportunities for optimisation and guide future decision-making.

Support the continuous improvement of loyalty processes, simplifying workflows and identifying opportunities for automation.

Assist in developing new technical or business approaches to enhance the loyalty proposition.

Manage relationships with third-party suppliers to deliver best-in-class loyalty experiences.

#### Key Requirements

Previous experience in loyalty or marketing, ideally within the retail or convenience sector.

Demonstrated experience in campaign management across digital channels (email, app, SMS).

Strong analytical skills with proven experience in database marketing, campaign reporting, and web analytics.

Experience managing third-party suppliers and ensuring technical readiness for campaign execution.

Understanding of marketing and store systems required to implement promotions and campaigns.

Excellent communication skills, both written and verbal, with the ability to influence and collaborate effectively across teams.

Strong organisational and time-management abilities, capable of managing multiple priorities simultaneously.

- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

#### Career Level

- Experienced [Non-Managerial]