



Aarval Ltd t/a McDonalds



#JOB-2425953



MCDONALD'S, Seamus Quirke Road,  
Galway, Co. Galway, H91 H3V6



No of positions : 1



Paid Position



39 hours per week



34000.00 Euro Annually



22/12/2025



19/01/2026

## How to apply

### Application Method :

Please apply to the vacancy by the following means:

Email : [sinead.aarval@gmail.com](mailto:sinead.aarval@gmail.com)



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



## Marketing Manager

### 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

Responsibilities include, but are not limited to:

Drive equality in communities strategy development and implementation

Deliver centralized Happy Meal Readers program across strategy and execution

Elevate and drive creative excellence and consistency

Play an integral role in restaurant calendar planning process

Project lead on Happy Meal Activation and tactical execution, including TVC, packaging, POP, Digital.

To help build robust business cases on all planned activities and contribute to their post evaluation

To develop and lead critical time lines for timely delivery of all initiatives/executions

To take ownership for clear, concise and timely communication of initiatives with all levels of the McDonald's organization, agencies and relevant 3rd parties

To support concept development, test markets and pilot programs for new innovations in the Family Business

Day-to-day project management, as well as support information sharing and alignment on key business priorities

To support internal communication and sharing standard methodologies across markets

From time-to-time, special project work What background do I need to have?

Skilled at working in a multi-market capacity

Strong project management and execution success, with a heavy focus on attention to detail, and good creative judgement

Strong analytic and quantitative analysis skills

Proven track record to lead cross-functional teams to achieve organizational goals

Good (and working) knowledge of Microsoft Word, Excel and PowerPoint

Retail or marketing background

Self-starter with a strong sense of initiative and accountability

Passion to promote the brand values of McDonald's

Ability to work assertively but diplomatically with management and colleagues at all levels in a

decentralised system • Passion for consumer insight, trends and innovation

Comfortable working in a fast-paced and deadline-driven environment, calm under pressure

Display leadership behaviours and characteristics and a desire to develop self

Empower and support team members as appropriate – passion to develop talent

Experience and an ability to think critically and creatively to tackle problems

Work with energy and passion and encourage the same in others

Build a feedback-rich environment that encourages and models the exchange of feedback

Excellent interpersonal skills, curious mind set, confident, independent and logical problem solver

Qualifications Degree Qualified or 5 years relevant experience

Marketing Degree or Equivalent. Alternatively 5 year experience in a similar role.

- **Sector:** accommodation and food service activities

### **Career Level**

- Managerial