



A.K BANSAL LIMITED



#JOB-2425985



2 Applegreen Service Station, Main Street ,
Derrinturn, Co. Kildare, W91 X9KC



No of positions : 1



Paid Position



39 hours per week



37000.00 Euro Annually



22/12/2025



19/01/2026

How to apply

Application Method :

Not available



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to view this ad
online



Marketing Executive

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

A.K Bansal Limited is a growing retail company engaged in the trading and distribution of food, beverages, and daily essentials. As A.K Bansal Limited expands, the responsibilities will evolve and change over time. The core responsibilities will centre around the following areas:

Develop and execute local marketing plans, including vendor sponsored campaigns and promotional events.

Analyse products, services, and target audiences in collaboration with management to identify marketing requirements and strategic growth opportunities.

Design and apply qualitative and quantitative market research methodologies, gathering and analysing data on consumer behaviour, market trends, and competitor activity.

Prepare clear reports and presentations summarising market insights to support informed internal decision-making.

Recommend adjustments to product design, pricing strategies, promotional campaigns, and brand positioning based on data-driven insights.

Plan and deliver integrated multichannel marketing campaigns targeting key B2B segments.

Implement and manage a structured social media strategy, including regular updates and targeted campaigns to strengthen the firm's online presence.

Create professional, informative marketing content, including written materials, graphics, and video assets.

Maintain and update client and prospect databases, support CRM implementation, and ensure accuracy and consistency of marketing data.

Monitor marketing performance, analyse results, and compile insights to inform future activity and optimisation.

Collaborate closely with the sales team to develop marketing collateral and ensure consistent, aligned messaging across all channels.

About You

Degree or master's in Marketing, Business, Communications, or a related discipline. Proven experience across digital marketing, social media management, and analytics.

Proficiency with CMS, CRM systems, and design tools.

Excellent written communication, proofreading, and interpersonal skills.

Strong organisational skills and the ability to work both independently and as part of a team.

Ability to work with metrics, reports and strategic planning.

Self-motivated, target-driven, and resilient.

Strong communication, negotiation, and presentation skills. The company reserves the right to amend these duties from time to time and as determined by business needs.

Working Hours: 39 Hours Per week

Annual Salary: 37000

Hourly Rate: €18.25

Company: AK BANSAL LTD

Job Location: 2 Applegreen Service Station, Main Street Derrinturn, Kildare, W91X9KC

Start date: 09/03/2026

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

Career Level

- Executive