



 2 Your Hair By Karolyne Beauty Salon

 #JOB-2426402

 5 Custume Place, Athlone, Co. Westmeath,
N37 A3A4

 No of positions : 1

 Paid Position

 39 hours per week

 34000.00 Euro Annually

 31/12/2025

 28/01/2026

How to apply

Application Method :

Not available



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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

Job Title: Marketing Executive

Company Name: 2 Your Hair By Karolyne Beauty Salon

Location: 5 Costume Place, Athlone, Westmeath, N37A3A4

Company description

2 Your Hair By Karolyne Beauty Salon is recruiting a Marketing Executive to support the development and implementation of marketing strategies and market research aimed at business growth within the beauty sector, with a focus on the Brazilian community.

Key Responsibilities

Analyse products, services and target audiences together with management to identify marketing needs and strategic opportunities.

Develop market research methodologies (qualitative and quantitative), collect and interpret data on consumer habits, trends and competitors.

Prepare reports and presentations with market findings to guide internal decision-making.

Propose adjustments to design, pricing, promotional campaigns and brand positioning based on market data.

Plan and implement marketing campaigns — both digital and offline — aligned with the company's strategic objectives in the beauty market, focusing on the Brazilian community.

Brief designers and advertising partners, monitor campaigns and suggest optimisations based on performance.

Manage the brand's institutional communication and ensure consistency across marketing initiatives.

Develop initiatives that strengthen brand positioning and increase reach in strategic markets.

Requirements

Previous experience in marketing, market analysis or campaign development.

Knowledge of research methodologies, data analysis and consumer trends.

Ability to work with metrics, reports and strategic planning.

Formal qualifications in Marketing are desirable.

Portuguese speaker

Hours per week: 39 hours

Salary: €34,000 per year (€16.77 per hour)

Start Date: 02/03/2026

Send CV to: myciarairlanda2026@hotmail.com

- **Sector:** other service activities

Career Level

- Experienced [Non-Managerial]