



Company Details Confidential



#JOB-2432427



3 Kirwin House, Flood Street, Galway, Co.

Galway, H91N92N



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



05/02/2026



05/03/2026

How to apply

Application Method :

Not available



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



Brand Management & Digital Marketing Executive (Irish & Mandarin-speaking Markets)

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

Winsome Cash Limited(Trade Name: The Nail Lounge) is seeking a Brand Management & Digital Marketing Executive (Irish & Mandarin-speaking Markets) to manage our brand, design, & digital marketing activities across Irish and Mandarin-speaking customer markets.

Key Responsibilities:

Brand Management Tasks

Manage the company's brand visualisation and design, creating and adapting visual assets such as logos, branded layouts, and promotional imagery in line with the brand's overall style.

Be responsible for the development and ongoing refinement of company's brand positioning, ensuring alignment with the company's services, customer experience, and target markets.

Manage brand and design adaptations for Asian markets, including Mandarin Chinese localisation of brand and marketing content for Asian-facing digital platforms.

Design and prepare offline brand materials for The Nail Lounge, including in-salon visuals, printed promotional materials, signage, and event-related displays, in line with brand guidelines.

Digital Marketing tasks – Irish Market

Create and curate engaging digital content, including posts, short-form videos, and branded graphics, to promote The Nail Lounge's services, seasonal offers, and brand campaigns in the Irish market.

Design, coordinate the planning, development, and scheduling of digital content across platforms such as Instagram, Facebook, and TikTok for online campaigns and in-salon events..

Coordinate digital marketing initiatives, limited paid promotional activities, and local influencer collaborations across social media platforms.

Coordinate and maintain email marketing campaigns

Participate in the design and visual updates of the company website, maintaining and optimising content to reflect current promotions, brand messaging, and visual standards.

Digital Marketing Tasks - Mandarin-speaking Markets

Plan and manage Mandarin-speaking digital marketing activities, delivering market-specific

strategies across WeChat, Xiaohongshu and Douyin in line with brand and business objectives.

Create, translate, and oversee Mandarin Chinese digital content, ensuring localisation, cultural relevance, and brand consistency across key platforms.

Establish and manage a dedicated online booking workflow for Mandarin-speaking customers across Mainland China, Hong Kong, Malaysia, etc.

Manage online brand engagement for Mandarin-speaking audiences, coordinating content responses in line with brand guidelines and digital marketing goals.

Requirements:

Fluent in Mandarin Chinese and English, with the ability to localise brand and marketing content.

Bachelor's degree in Art, Design, Digital Media, or a related creative field.

At least 1 year experience in brand, digital marketing, design, or a related role.

Experience with Mandarin-speaking marketing or social media platforms is preferred.

Good understanding of Irish and Asian cultural contexts & their brand communications

Creative&Proactive

- **Sector:** other service activities

Career Level

- Entry Level