



BLISSBOUNCESOCKS LIMITED



#JOB-2438391



23 Saint Anne's Terrace, Raheny, Dublin 5,
D05 K371



No of positions : 1



Paid Position



39 hours per week



37000.00 Euro Annually



13/03/2026



10/04/2026

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : info@youareangel.shop



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



Senior Digital Marketing & Growth 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

Key Responsibilities

1. Strategic Marketing Leadership & Analytics

Lead the development of the annual marketing strategy and roadmap to achieve the company's 60% revenue growth target. Define key brand messaging and positioning for the USA, UK, and Australian markets.

Take ownership of the marketing budget. Allocate funds across channels (Paid Ads, Influencers, Events) to maximize ROI and report on financial performance to senior management.

Analyses of customer acquisition costs (CAC), conversion funnels, and customer lifetime value (LTV). Use data insights from Google Analytics 4 and social media tools to pivot strategy in real-time and present monthly board-level reports.

2. Advanced Performance Marketing

Plan, launch, and manage ROI-driven paid ad campaigns across Google Ads, Facebook, Instagram, and TikTok.

Lead A/B and multivariate testing on creatives, copy, landing pages, and audiences to scientifically optimize conversion rates.

Oversee the setup and monitoring of pixel tracking, conversion APIs, and sophisticated retargeting strategies to ensure accurate data capture.

3. Content Strategy & Social Media Management

Develop the monthly content calendar and tone-of-voice guidelines for Instagram, TikTok, and Facebook. Direct freelance creators in producing high-quality short-form video content that aligns with the brand strategy.

Engage actively with followers to build relationships, encourage User-Generated Content (UGC), and manage the brand's online reputation.

4. International Expansion & Supplier Collaboration

Travel to China and Turkey to lead product photoshoots, support trade exhibitions, and direct collaborative marketing events with suppliers.

Act as the key liaison between the Dublin HQ and international suppliers. Use language skills (Chinese/Turkish) to brief suppliers on marketing goals, negotiate content deliverables, and ensure brand alignment.

5. Team Collaboration & Influencer Management

Identify, reach out, and negotiate contracts with macro and micro-influencers for paid partnerships and gifting campaigns.

Develop and manage a structured brand ambassador program to cultivate long-term customer loyalty.

Work closely with the Product Development team to translate customer feedback and market trends into product improvements and new designs.

Requirements:

Bachelor's degree in Marketing, Media, Business, or equivalent experience.

3+ years of experience in social media marketing, digital ads, or e-commerce growth roles.

Hands-on experience with Facebook/Meta Ads Manager, TikTok Ads, and Google Ads

Proficiency in short-form video editing (CapCut, InShot, Adobe Rush).

Strategic thinker with experience creating and executing multi-channel campaigns based on data analysis and market research.

Fluent or conversational in Chinese or Turkish is highly preferred

Willingness to travel internationally for media shoots, exhibitions, or campaign events.

- This vacancy is suitable for Remote/Blended working
- **Sector:** information and communication

Career Level

- Experienced [Non-Managerial]