



CIRCLE K IRELAND LIMITED



#JOB-2439385



CIRCLE K IRELAND ENERGY LTD., Circle K

House, Beech Hill Off Campu, Dublin 4, D04

Y016



No of positions : 1



Paid Position



40 hours per week



Competitive



20/03/2026



17/04/2026

## How to apply

### Application Method :

Please apply to the vacancy by the following means:

URL :

<https://workwithus.circlek.com/global/en/ireland-search-results>



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



## Senior Media Manager Europe - Circle K

### 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:

Develop and implement media strategies for Circle K's European Markets to deliver business objectives, in line with European guidelines and local market priorities.

Lead media briefing, planning, optimisation and reporting for all paid media campaigns across these markets.

Manage the relationship with media agency teams and partners to ensure best-in-class engagement, execution and innovation.

Collaborate with local market specialists to adapt and localize media plans and iterate on performance improvements.

Deliver integrated campaigns across upper, mid and lower funnel ensuring message consistency and brand alignment. This role will have close collaboration and support from the Digital Performance Marketing Manager for Europe.

Be responsible for marketing effectiveness including campaign measurement & test plans in local markets in collaboration with Research & Insights and Data & Analytics.

Monitor media performance, analyse results, and provide actionable insights to improve future campaigns – reporting on and attending in person, local marketing, VP, MD and category team sessions as needed.

Manage and govern the media budget across markets to ensure effective return on investment.

Support the development and execution of social media strategies in our legacy European markets.

Ensure compliance with brand guidelines, privacy regulations, and accessibility standards in all media activities.

Stay up to date with media trends, technologies, and best practices, and proactively recommend new approaches to drive effectiveness.

#### Key Requirements:

Proven experience in media strategy, planning, and buying, preferably within at least some of the markets we operate in.

Strong analytical skills and experience using media analytics tools and platforms.

Excellent communication, interpersonal, and project management skills, with the ability to collaborate with cross-functional and cross-market teams.

Experience managing media agencies and vendor relationships.

Ability to adapt global and regional media strategies to local market conditions.

Proven experience in building brand presence across paid, owned, and earned channels.

Proficiency in English, additional local languages relevant to European market will be considered as an advantage.

#### The Ideal Candidate Is:

Collaborative team player with a proactive approach to problem-solving.

Curious and open to new technologies to support business goals and drive effectiveness.

With strong organizational skills and attention to detail.

Able to work autonomously and manage multiple campaigns simultaneously in a fast-paced environment.

Committed to Circle K's vision and mission and adheres to the values we live by.

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

**Career Level**

- Experienced [Non-Managerial]