



Company Details Confidential



#JOB-2439413



73 George's Street Upper, Dun Laoghaire, Co.

Dublin, A96 X8N8



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



20/03/2026



17/04/2026

How to apply

Application Method :

Not available



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



Digital Marketing Specialist (Multilingual)

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

We operate 2 bar venues in Dublin and we're looking for a creative, results-driven Digital Marketing Specialist (with multilingual) to own our online presence, grow our global audience by drive our growth and enhance our brand presence.

Key Responsibilities

1. Marketing Strategy & Promotion

Develop and execute multi-platform digital marketing strategies (Facebook, Instagram, YouTube, etc.) to promote events, happy hours, and venue offerings, with a focus on attracting international tourists and local patrons alike.

Create engaging, multilingual-friendly content (promo videos, social posts, visuals) to build brand identity and drive foot traffic, event attendance, and repeat visits from diverse audiences.

Manage end-to-end campaigns: from planning and content creation to coordinating with media partners, influencers, and venue teams to maximize visibility among global travelers.

Track and analyze performance metrics (views, reach, engagement, conversions) to optimize campaigns and report on growth in both local and international audience segments.

Nurture online communities through interactive posts, multilingual engagement, and consistent brand messaging to connect with visitors from around the world.

Track and analyze the performance of marketing campaigns using analytics tools, providing regular reports on ROI and making data-driven adjustments.

Business Value: Strengthens brand visibility, attracts new customers and franchise prospects, and directly supports business expansion and revenue growth.

2. Brand Identity & Image

Collaborate with brand design and operations teams to standardize store images, create

promotional materials, and implement operational guidelines. Ensure that store designs reflect the brand's identity and target customer preferences.

Communicate updates and changes to store design and operations in a timely and effective manner.

Business Value: Maintains a consistent brand image, ensures high-quality customer experience, and strengthens overall brand reputation.

Key Requirements

2+ years of hands-on digital marketing experience (social media, content marketing, event promotion preferred), with a focus on reaching international or multicultural audiences.

Proven track record of growing audience engagement and driving results (e.g., increased tourist foot traffic, higher social reach across global markets, or sales growth).

Strong skills in social media management (Facebook/Instagram/Tiktok) and basic content creation (video, graphics, copywriting).

Good command of the English language plus at least one additional language (Mandarin, Cantonese, Malay, or other widely spoken tourist languages) to craft multilingual content and engage international visitors directly.

Ability to manage two distinct bar brands at once, with strong organizational and project management skills.

- **Sector:** professional, scientific and technical activities

Career Level

- Experienced [Non-Managerial]