



MByrne Property Management Ltd



#JOB-2439819



79 Merrion Square South, Dublin 2, D02

EW98



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



25/03/2026



22/04/2026

How to apply

Application Method :

Not available



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



Business Development & Digital Marketing Specialist (Irish & Mandarin-speaking Markets – Spa Industry)

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

M Byrne Property Management Limited operates two well-established spa and is seeking a Business Development & Digital Marketing Specialist (Irish & Mandarin-speaking Markets – Spa Industry) to support its continued business growth & expand online presence. Tasks are-

Business Development Tasks

- Identify and develop new business opportunities(B2B&B2C) by expanding engagement with both individual clients and corporate partners within the spa and wellness sector
- Develop and expand partnerships with local and overseas travel agencies and tour operators to promote spa and wellness services to travel groups from Mandarin-speaking regions, including Greater China and other Mandarin-speaking markets such as Malaysia
- Identify and establish new commercial channels, including group bookings, corporate packages, and strategic partnerships.
- Maintain and further develop partnerships with existing sales platforms, including third-party promotional and booking platforms (e.g. Groupon)
- Proactively identify, develop, and establish partnerships with sales platforms and channels relevant to Mandarin-speaking markets in Ireland.
- Plan, organise, and execute offline promotional activities, events, and partnership initiatives with travel agencies, tour operators, and corporate clients.

Digital Marketing - Irish Market

- Plan and execute digital marketing strategies for the Irish market, including paid advertising(Google Ads and social media advertising), SEO, and multi-channel campaigns.
- Analyse campaign performance and user data to optimise strategies and improve conversion rates
- Develop, manage, and optimise digital content and social media platforms, including short-form video and visual assets, to increase brand visibility, audience engagement, and booking conversions.

- Design and adapt marketing materials, including online promotional pages, company profiles, and digital brochures.
- Execute targeted campaigns, including seasonal offers and wellness packages

Digital Marketing - MandarinSpeaking Market

- Manage the translation, localisation, and optimisation of Mandarin Chinese marketing content across relevant digital platforms to support customer acquisition and engagement
- Plan and manage digital marketing strategies for Mandarin-speaking markets, including platform-specific campaigns across WeChat, Xiaohongshu (RED), to promote spa services.
- Develop and localise Mandarin digital & offline content, ensuring cultural relevance, and brand consistency
- Establish and manage digital booking and appointment channels for Mandarin-speaking customers.

Requirements

- Bachelor's degree in Art, Design, Digital Media, BD or related field
- Experience with Mandarin-speaking marketing or social media platforms is preferred
- 2 years of experience in digital marketing, social media, design, or business development
- Strong creative and visual skills
- Fluent in Mandarin and English
- Familiar with Irish and Asian cultural contexts in marketing
- **Sector:** other service activities

Career Level

- Experienced [Non-Managerial]