



Mount Juliet Estate



#JOB-2441236



Mount Juliet Estate, Mount Juliet,  
Thomastown, Co. Kilkenny, R95 E096



No of positions : 1



Paid Position



39 hours per week



To be Confirmed



03/04/2026



01/05/2026

## How to apply

### Application Method :

Please apply to the vacancy by the following means:

Email : [hadmin@mountjuliet.ie](mailto:hadmin@mountjuliet.ie)



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



## Marketing Intern

### 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

Mount Juliet Estate, a Marriott Autograph Collection, is a 5\* Resort, set in 500 acres of rich and historic Irish countryside. Whether it is the elegant grandeur of a magnificent Georgian Manor House or the chic sophistication of Hunter's Yard, our two residences draw on centuries of local Irish heritage to weave a rich tapestry of vibrant stories. We are proudly certified as a Failte Ireland Outstanding Employer, and we warmly welcome you to add your own experience to Mount Juliet Estate's ever evolving story.

We are currently recruiting for a dynamic and creative Marketing Executive, with experience in the luxury hospitality market.

### Purpose of the Role:

To drive the strategic growth and prestige of the Estate by partnering closely with the Sales team to amplify brand presence, generate measurable revenue growth, and cultivate high-value client relationships. This role delivers coordinates luxury hospitality marketing, integrating innovative digital campaigns, sophisticated traditional marketing and targeted business development initiatives. By orchestrating cross-functional marketing efforts and executing high-profile promotional strategies, the role positions the Estate as a benchmark of excellence in the luxury sector while offering unparalleled professional development in strategic marketing, brand management and market expansion.

#### Duties and Responsibilities:

Drive the development and execution of integrated marketing strategies across digital and offline channels, aligned with the Estate's Sales & Marketing plan.

Plan, implement, and optimize marketing campaigns for all outlets, including rooms, spa, restaurants, bars, events, weddings, and sports programs, ensuring maximum engagement and revenue impact.

Maintain brand consistency across all touchpoints, ensuring corporate identity, messaging, and visual standards are upheld across campaigns and platforms.

Strategically manage social media channels, including content scheduling, ad campaigns, performance tracking, and audience engagement, leveraging insights to refine strategy.

Create, review, and deliver high-impact marketing collateral, advertisements, promotional emailers, newsletters, and press releases that resonate with target audiences.

Coordinate and oversee creative initiatives such as photoshoots, trade shows, wedding fairs, consumer events, and promotional activities, ensuring alignment with brand and campaign objectives.

Manage website content updates and SEO initiatives, optimizing the digital customer journey and monitoring performance through Google Analytics and other marketing analytics tools.

Produce compelling digital and print creative assets using tools such as Canva and Photoshop, ensuring campaigns are visually striking and on-brand.

Monitor competitor marketing activity, track industry trends, and identify new promotional opportunities to maintain a competitive edge.

Support public relations initiatives by collaborating with agencies, influencers, journa

- **Sector:** information and communication

#### **Career Level**

- Not Required