



GOWAN MOTOR DISTRIBUTION LIMITED



#JOB-2441696

GOWAN AUTO, UNIT 2007/2008, Orchard



Avenue, Citywest Bus Campus, Dublin 24,  
D24 RW52



No of positions : 1



Paid Position



40 hours per week



36605.00 Euro Annually



07/04/2026



05/05/2026

## How to apply

### Application Method :

Not available



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online



## Marketing 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

Gowan Auto, importers and distributors of Honda, Fiat, Fiat Professional, Jeep and Alfa Romeo cars in Ireland are seeking to recruit a Marketing Executive. The role will give the candidate practical, real-world experience with a number of world-renowned brands. Reporting to the Marketing Manager for the FCAH brands, the role will involve:

**Key Functions of the Job:** Responsible for planning, coordinating and executing marketing activities across multiple automotive brands to support business growth and brand visibility in the Irish market. Managing website content across brand platforms, including coordinating national and local website updates, content creation, optimisation and ongoing content management. Supporting the delivery of integrated marketing and advertising campaigns across digital and traditional channels, including campaign scheduling, coordination, monitoring and performance reporting. Overseeing social media content planning, creation, scheduling and performance reporting to enhance audience engagement and brand awareness. Planning and execution of marketing initiatives and new vehicle launches within the Irish market. Coordinating marketing events and promotional activities to maximise brand exposure. Analysing marketing campaign and content performance data & preparing reports with insights and recommendations for management. Working closely with internal teams and external agencies to ensure consistent brand messaging and effective execution of marketing strategies.

### Key Responsibilities:

Ad campaign support.

Assisting with national and local website rebuilds and content management.

Creating, updating and monitoring website content across all brands.

Assisting with the launch of new vehicles into the Irish marketplace.

Supporting event management throughout various campaigns to maximise brand visibility. Creating content, scheduling and reporting content on social media platforms to enhance engagement and our followers online.

Designing marketing material for the brands and dealerships, both online and print campaigns.

Providing dealer marketing support for events and promotions.

Assisting with press fleet monitoring and management.

Assisting senior management with tasks if required.

Key Attributes:

Bachelor's degree in relevant field - Business, Marketing or Digital Marketing.

Detail-oriented.

Excellent communication skills.

Ability to work alone or as part of a team.

Proficiency in social media, Microsoft Suite (Excel, Word and PowerPoint) and WordPress.

Experience in the use of Adobe Suite (InDesign, Photoshop, Illustrator) preferred.

Knowledge of email marketing tools e.g., MailChimp.

Have a willingness to learn and improve.

An upbeat, positive, can-do attitude is paramount.

Proactive, willingness to deliver tasks with full commitment.

Full, clean driving licence preferred but not required.

Videography skills desirable, with expertise in creating content for social media platforms.

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

### **Career Level**

- Experienced [Non-Managerial]