



Company Details Confidential



#JOB-2444330



Ballymount Business Park, Ballymount Drive,

Dublin 12,



No of positions : 1



Paid Position



37.5 hours per week



40000.00 Euro Annually



24/04/2026



22/05/2026

How to apply

Application Method :

Not available



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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

This role is responsible for driving digital performance marketing and brand visibility across multiple online channels. The Marketing Executive plans and optimises Paid For Advertising campaigns (primarily Google Ads), improves Organic Search performance through SEO tactics, manages the company website (Shopify) to ensure strong user experience and accurate content. They analyse marketing performance using GA4, Search Console, GTM and CRM tools mainly Zoho and Salesforce, produce regular reports for management, manage social media channels, and work closely with internal teams to ensure marketing activity supports overall business goals.

Core Role and Responsibilities:

- Plan, execute, and optimize Google Ads campaigns (Search, Display, Shopping, Performance Max).
- Conduct keyword research, SEO audits, and on-page optimisation to improve organic search performance.
- Manage and update the company website, ensuring strong UX, technical health, and accurate content.
- Experience adapting paid search strategy for LLM-driven discovery environments to maximise visibility in AI – generated results.
- Analyse and report on Digital Marketing performance using GA4, CRM systems, and digital dashboards; prepare structured reports.
- Interpret reports and make recommendations for campaign changes and commercial decisions.
- Manage social media channels and support brand awareness and engagement initiatives.
- Collaborate with internal teams to align marketing activities with business objectives.

Requirements

- Degree or Master's in Marketing, Digital Marketing, Business, Communications, or related field.
- 6+ years experience in digital marketing, preferably in a performance-driven environment.
- Hands-on experience with Google Ads and SEO optimisation.
- Experience using CMS platforms (WordPress, Shopify, or similar).

Experience with GA4, Google Tag Manager, and SEO tools (SEMrush, Ahrefs).

Strong analytical and reporting skills.

Excellent written communication and content creation skills.

- This vacancy is suitable for Remote/Blended working
- **Sector:** water supply; sewerage, waste management and remediation activities

Career Level

- Experienced [Non-Managerial]