



MCGUIRE BY ETERNA LIMITED



#JOB-2444346



MCGUIRE BY ETERNA, Unit 1C, Hyde Court,  
Shaw Street, Dublin 2, D02 XN40



No of positions : 1



Paid Position



37.5 hours per week



36750.00 Euro Annually



23/04/2026



21/05/2026

## How to apply

### Application Method :

Not available



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online



## Bilingual Marketing Assistant (English & Chinese)

### 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

McGuire by Eterna Limited provides professional consultancy services in immigration, investment migration, and related business advisory services. We work with international clients, with a strong focus on the Chinese market.

### Key Duties & Responsibilities

#### Marketing & Promotion:

Assist in planning and executing marketing campaigns targeting Chinese and international clients.

Support brand promotion across online and offline channels.

#### Bilingual Content Creation:

Create, translate, and proofread marketing materials in both English and Chinese (中文), including brochures, website content, social media posts, and newsletters.

Ensure all content is culturally appropriate and aligned with company branding.

#### Digital & Social Media Marketing:

Manage and update Chinese and English social media platforms such as WeChat, Xiaohongshu, LinkedIn, and others.

Monitor engagement, respond to basic enquiries, and prepare performance summaries.

#### Market Research:

Conduct research on Chinese client trends related to migration, investment, education, and professional services in Ireland.

Assist in identifying new marketing opportunities within the Chinese market.

#### Client & Event Support:

Assist in organizing seminars, webinars, and promotional events for Chinese clients.

Support client communications before and after events in both languages.

#### Administrative Support:

Maintain marketing databases, client lists, and CRM records.

Coordinate with external partners, designers, and media agencies when required.

Requirements: Degree or diploma in Marketing, Business, Communications, or a related field.

Fluency in both English and Chinese (中文) is essential.

Minimum 1–2 years of experience in marketing, communications, or a related role.

Familiarity with digital marketing tools and social media platforms, especially Chinese platforms.

Strong organizational skills and attention to detail.

Excellent written and verbal communication skills in both languages.

Ability to work independently and as part of a team in a multicultural environment.

Career Level: Experienced

Candidate Requirements:

Minimum Experience: 1–2 years

Minimum Qualification: Degree or above

- This vacancy is suitable for Remote/Blended working
- **Sector:** professional, scientific and technical activities

#### **Career Level**

- Experienced [Non-Managerial]