



Honeypot Coffee House Limited



#JOB-2449388



8 High Road, Honeypot Coffee House, Co.

Donegal, F92 T6Y2



No of positions : 1



Paid Position



39 hours per week



36706.80 Euro Annually



21/05/2026



18/06/2026

### How to apply

#### Application Method :

Not available



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



## Digital 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

Develop and execute integrated marketing campaigns to drive footfall and brand awareness across all locations.

Manage the company's digital presence, including website content updates, SEO optimisation, and performance tracking.

Plan and implement social media strategies (Instagram, Facebook, TikTok, LinkedIn) aligned with brand positioning.

Coordinate with design teams/agencies to produce marketing collateral such as menus, posters, and promotional creatives.

Analyse campaign performance using tools like Google Analytics, Meta Insights, and CRM dashboards, and provide actionable insights.

Manage email marketing campaigns, including customer segmentation, content creation, and automation workflows.

Conduct market research on customer preferences, competitor activities, and local market trends in Ireland.

Support new store launches with pre- and post-launch marketing plans, including local area targeting strategies.

Maintain and manage brand guidelines to ensure consistency across all communication channels.

Collaborate with operations and procurement teams to align promotional campaigns with product availability and pricing strategies.

- **Sector:** accommodation and food service activities

### Career Level

- Experienced [Non-Managerial]