



RODNEY'S RETAILING LIMITED



#JOB-2449705



CENTRA, Anne Street, Ballyjamesduff, Co.

Cavan, A82 P935



No of positions : 1



Paid Position



39 hours per week



40000.00 Euro Annually



22/05/2026



19/06/2026

How to apply

Application Method :

Not available



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



Social Media & 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

Working Hours: 39 Hours Per week

Annual Salary: 40000

Hourly Rate: €19.72

Company: Rodney's Retailing Limited

Job Location: Centra, Main Street, Ballyjamesduff, Cavan, Ireland A82 P935

Start date: 01/09/2026

Contract type: Permanent Full-time

As the company expands, the responsibilities will evolve and change over time. The core responsibilities will centre around the following areas:

Manage daily posting and scheduling across social media platforms, including Instagram, Facebook, and TikTok, to maintain a consistent brand presence.

Create engaging content (images, reels, carousels, and stories) for new product launches, seasonal campaigns, and in-store promotions.

Plan and execute paid social media campaigns using Meta Ads Manager and TikTok Ads to drive traffic and conversions.

Monitor and respond to comments, DMs, and online reviews promptly to ensure positive customer engagement.

Design digital marketing materials such as promotional banners, email headers, and social media creatives using Canva or Adobe tools.

Send weekly email newsletters featuring promotional offers, new arrivals, and in-store events using tools like Mailchimp or HubSpot.

Support influencer partnerships by identifying local influencers, coordinating PR drops, local promotions, and tracking performance.

Analyse social media and email performance using platform insights and Google Analytics, and create monthly reports.

Coordinate marketing campaigns around seasonal events such as Black Friday, Christmas, St.

Patrick's Day etc.

Work with store teams to capture in-store photos and videos, customer testimonials, and user-generated content.

Support the Manager with ad hoc duties as required.

About You

Strong understanding of retail and consumer trends.

Proficiency in content creation tools like Canva, Adobe Photoshop, or Premiere Pro. • Experience running paid social campaigns (Meta, TikTok, Google Ads).

Familiarity with email marketing tools (Mailchimp/ HubSpot).

Knowledge of Google Analytics and social platform insights for performance tracking. • Excellent copywriting skills with attention to brand tone.

Ability to multitask and manage multiple campaigns simultaneously.

Experience working with influencers and brand ambassadors.

Strong communication and organisational skills.

Flexibility to support weekend or in-store events when required.

The company reserves the right to amend these duties from time to time and as determined by business needs.

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

Career Level

- Entry Level