



KCP HUGUENOT LIMITED



#JOB-2455171



KCP Huguenot Limited, 35-38 St Stephen's G,
Dublin 2, D02 NY63



No of positions : 1



Paid Position



39 hours per week



58000.00 Euro Annually



25/06/2026



23/07/2026

How to apply

Application Method :

Not available



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



Marketing Manager

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

We are seeking an experienced and strategic Marketing Manager to lead the overall marketing function for KC Peaches. The successful candidate will be responsible for planning, coordinating, and delivering integrated marketing activity that supports brand strategy, customer engagement, and revenue growth across both B2C and B2B channels.

This role requires both strategic thinking and hands-on execution, as well as the ability to manage campaigns, external suppliers, and content production.

Key Responsibilities:

Strategy & Planning

- Develop and implement a comprehensive marketing strategy aligned with business growth objectives

- Identify new opportunities for brand growth in both B2C (café) and B2B (corporate catering/events) markets

- Plan annual and seasonal marketing calendars across all channels

Brand & Communications

- Ensure consistent brand positioning across all customer touchpoints

- Oversee tone of voice, visual identity, and messaging across all platforms

- Manage PR opportunities, partnerships, and local brand collaborations

Digital Marketing

- Oversee all digital marketing activity including social media, email marketing, and paid advertising

- Manage performance marketing campaigns (Meta Ads, Google Ads) with focus on lead generation for catering and events

- Analyse campaign performance and optimise ROI using analytics tools

Content & Campaign Management

Lead content strategy for social media, website, and email marketing

Oversee creation of photo, video, and written content

Manage campaigns promoting menus, seasonal offers, and corporate catering packages

Website & CRM

Oversee website content updates and optimisation in collaboration with external developers

Manage customer databases and CRM/email marketing tools to support retention and repeat business

Leadership & Stakeholder Management

Manage external agencies, freelancers, and creative partners

Work closely with operations and sales teams to align marketing with business needs

Support training and guidance for internal staff on brand and marketing standards

Requirements:

Minimum Bachelor's degree in Marketing, Communications, Public Relations, Business, or a related field

Master's degree is highly desirable

Minimum 5+ years' experience in marketing, with at least 2 years in a managerial or senior marketing role

Proven experience managing multi-channel marketing campaigns across digital and offline platforms

Strong digital marketing experience (social media, paid advertising, email marketing)

Experience managing external agencies, freelancers, and creative suppliers

Strong analytical skills with ability to interpret performance data and generate actionable insights

Excellent written and verbal communication skills in English

Remuneration is €58k per year, with 39 hours of work per week.

Location of employment: 35-38 St Stephen's Green, Dublin 2, D02NY63.

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

Career Level

- Managerial