



PROPHOTONIX (IRL) LIMITED



#JOB-2455349



PROPHOTONIX, 3020 Euro Bus Pk, Little Island, Co. Cork, T45 X211



No of positions : 1



Paid Position



40 hours per week



38000.00 Euro Annually



03/07/2026



31/07/2026

## How to apply

### Application Method :

Please apply to the vacancy by the following means:

URL :

<https://www.prophotonix.com/about/careers/>



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



## 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 presents the opportunity to contribute to the growth of the Exaktera brand and three product brands of Advanced Illumination, ProPhotonix and Z-LASER. Reporting directly to the Senior Marketing Manager and supporting two product brand Marketing Managers via dotted-line relationships.

The Marketing Executive will be responsible for implementing, optimizing, and analysing digital campaigns across multiple platforms, including marketing automation, social media, and the websites. The Marketing Executive will also be responsible for managing and maintaining social media communications for Exaktera, ProPhotonix and Advanced Illumination. The role provides an opportunity to work across both strategic and marketing communications projects with a mix of digital as well as more traditional channels.

#### Primary Duties and Responsibilities:

Designing and implementing email marketing campaigns using Pardot.

Planning and executing social media campaigns including regular blog & social media posts to promote product launches, events, and other initiatives.

Create, curate and publish high-quality, engaging content that resonates with our target audience.

Monitor and report on key metrics (open rates, click-through rates, etc.) and recommend data-driven adjustments to improve campaign performance.

Work with the marketing team to segment audiences based on demographics, behaviour, and engagement data to ensure content is sent to the right recipients at the right time.

Create, curate and publish high-quality, engaging content that resonates with our target audience.

Conducting the Company's Customer Satisfaction Survey, analysing and presenting results.

#### Skills and Qualifications

Bachelor's degree in Marketing, Business, Communications, or related field.

2–5 years of B2B marketing experience, ideally in a technical or industrial environment.

Proficiency with CRM and marketing automation platforms; Salesforce and Pardot experience

strongly preferred.

Familiarity with CMS platforms (e.g., WordPress) and web analytics tools (e.g., Google Analytics).

Strong written English and communication skills; content creation experience a plus.

Highly organized, detail-oriented, and able to manage multiple priorities.

Ability to work independently and collaboratively across cross-functional teams.

Experience with digital content creation tools (e.g., Canva, Adobe Creative Suite) and basic photo/video editing is desirable.

Analytical mindset with the ability to derive insights from marketing data.

Proficiency with photography, in content creation tools and video editing software desirable.

Ability to analyse and interpret data to optimize campaigns.

Ability to work independently and collaboratively with cross-functional teams.

Remuneration:

The salary for this role is €38,000 dependent on experience

Hours: 40 hours per week

This is Hybrid role with 3 days per week in our ProPhotonix office in Cork and 2 days working from home.

- This vacancy is suitable for Remote/Blended working
- **Sector:** manufacturing

### **Career Level**

- Experienced [Non-Managerial]