



SÚILEACH SOLUTIONS LIMITED



#JOB-2456125



FUNTASIA, Unit 1, Donore Rd Ind Est,
Drogheda, Co. Louth, A92 EVH6



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



01/07/2026



29/07/2026

How to apply

Application Method :

Not available



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



Digital Marketing Analyst

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

Job Title: Digital Marketing Analyst

Employer: Vinmoe Traders Ltd trading as Funtasia

Location: Unit 1 & 2, Funtasia Theme Parks, Donore Road Industrial Estate, Drogheda, Co. Louth, A92 EVH6

Salary: €36,605 per annum

Hours: 39 hours per week

Contract Type: Full-time, 24 months

Job Description

Vinmoe Traders Ltd trading as Funtasia is seeking a full-time Digital Marketing Analyst to support the company's digital marketing performance, customer insight, online booking growth and commercial marketing strategy for its leisure and entertainment operations in Drogheda.

The successful candidate will be responsible for analysing digital marketing data, website traffic, online booking activity, paid advertising performance, social media insights, customer behaviour, campaign conversion, visitor trends and market demand. The role requires the preparation of analytical reports, dashboards and commercial recommendations to assist management in improving digital campaign performance, increasing visitor numbers, strengthening customer retention and supporting business growth.

Main Duties and Responsibilities

The Digital Marketing Analyst will be responsible for:

Analysing digital marketing data, website traffic, online booking patterns, visitor behaviour, customer demographics and campaign performance.

Preparing regular digital marketing performance reports for management, including campaign conversion, customer segmentation, seasonal trends, booking conversion and return on advertising spend.

Monitoring and analysing paid advertising campaigns, social media insights, email marketing

performance, website analytics and online booking data.

Conducting market and competitor analysis within the leisure, tourism, family entertainment and hospitality sectors, with particular focus on digital engagement and customer demand.

Identifying opportunities to improve online customer acquisition, customer retention, repeat visits, booking conversion and digital campaign effectiveness.

Analysing pricing response, promotional performance and visitor demand for seasonal offers, group packages, school tours, birthday parties, corporate events and family entertainment products.

Analysing customer feedback, online reviews and survey results to identify digital marketing, service and customer-experience improvement opportunities.

Preparing customer insight reports, campaign performance dashboards and evidence-based recommendations for senior management.

Assisting management with the planning and evaluation of digital marketing campaigns based on data analysis, customer segmentation, online behaviour and market demand.

Working with management and operational teams to ensure digital marketing activity is aligned with business capacity, visitor experience and commercial objectives.

Maintaining accurate digital marketing records, campaign data, performance reports and analytical documentation.

Supporting the improvement of website content, digital campaign messaging and

- **Sector:** arts, entertainment and recreation

Career Level

- Professional