



Glenview Hotel



#JOB-2456260



THE GLENVIEW HOTEL, Glen of the Downs,
Co. Wicklow, A63 DC95



No of positions : 1



Paid Position



39 hours per week



36605.00-41298.00 Euro Annually



03/07/2026



31/07/2026

How to apply

Application Method :

Not available



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



Marketing Specialist

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

Key Responsibilities

Digital Marketing & Campaign Management

Plan, develop, and execute digital marketing campaigns across social media, email, and online channels to drive bookings and brand awareness.

Create and manage content (social media, newsletters, promotional materials) showcasing the hotel's accommodation, dining, events, and leisure offerings.

Monitor campaign performance using analytics tools, adjusting strategy based on data-driven insights to maximise ROI.

Coordinate seasonal and event-based promotions in line with the hotel's commercial calendar.

Brand & Stakeholder Management

Maintain consistent brand messaging and visual identity across all marketing materials and guest-facing communications.

Liaise with cross-functional teams to align marketing activity with operational priorities and guest experience standards.

Manage relationships with external partners including media outlets, tourism bodies, and promotional vendors to enhance market positioning.

Support sponsor and corporate client activations for hosted events, ensuring cohesive messaging and measurable outcomes.

Market Insight & Strategy

Conduct competitor analysis and market research to identify growth opportunities across occupancy, events, and ancillary revenue.

Use customer insights and CRM data to develop targeted communications and improve guest retention and satisfaction.

Track KPIs (website traffic, conversion rates, campaign engagement) and report marketing effectiveness to senior management.

Contribute to the hotel's annual marketing plan and budget.

Content & Communications

Produce written, visual, and video content tailored to the hotel's target audiences.

Manage website content, ensuring ongoing optimisation for search visibility and user experience.

Requiriements:

Third-level qualification in Marketing, Digital Marketing, Business, or a related discipline; Master's degree desirable.

Digital analytics certification (e.g., Google Analytics) an advantage.

Proven experience in a marketing or brand-facing role with measurable results in visibility, engagement, or customer satisfaction.

Experience delivering multi-channel campaigns across social media, email, and content creation.

Strong analytical skills with ability to interpret market and customer data to inform strategy.

Experience with CRM systems and customer databases for targeted communications.

Excellent written and verbal communication skills with ability to produce compelling, audience-appropriate content.

Strong stakeholder management and cross-departmental coordination skills.

Proficiency in digital marketing tools, analytics dashboards, and Microsoft Office.

Background in hospitality, events, retail, or a guest/customer-facing sector an advantage.

Personal Attributes

Creative, proactive, and commercially minded, with strong organisational skills and the ability to thrive in a fast-paced, guest-focused environment.

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

Career Level

- Experienced [Non-Managerial]