



FALZON LIMITED



#JOB-2456935



105 , Patrick Street, Dun Laoghaire, Co.

Dublin, A96 RX31



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



07/07/2026



04/08/2026

How to apply

Application Method :

Not available



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

Develop and execute integrated marketing strategies to enhance brand positioning, increase market penetration, and achieve commercial objectives.

Conduct comprehensive market research and competitive intelligence to identify emerging trends, customer preferences, and business growth opportunities.

Plan, implement, and optimise multi-channel marketing campaigns across digital and traditional platforms to maximise audience reach and engagement.

Analyse campaign performance using data analytics and key performance indicators (KPIs) to improve marketing effectiveness and return on investment.

Develop customer segmentation models and targeted marketing initiatives based on behavioural, demographic, and market insights.

Create and manage high-quality marketing content that maintains consistent brand messaging across websites, digital platforms, and promotional channels.

Coordinate product and service launch campaigns by developing go-to-market strategies aligned with organisational growth objectives.

Manage search engine optimisation (SEO), paid digital advertising, email marketing, and content marketing initiatives to increase customer acquisition.

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

Career Level

- Experienced [Non-Managerial]