



Irish Exporters Association



#JOB-2456987



IRISH EXPORTERS ASSOCIATION, 28

Merrion Sq N, Dublin 2, D02 AW80



No of positions : 1



Paid Position



37.5 hours per week



43500.00 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 & CRM 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

The Irish Exporters Association (IEA) is seeking a proactive and detail-oriented Marketing and CRM Executive to support our mission of representing and supporting Irish exporters. This role combines responsibilities across marketing, digital communications, and CRM management, helping to raise the profile of Ireland's export sector and strengthen engagement with members, partners, and stakeholders. It is an exciting opportunity for a creative and organised professional with strong digital, data, and content skills, who is passionate about promoting trade, driving member engagement, and delivering high-quality communications and insights through effective use of marketing and CRM tools.

Marketing

- Plan, coordinate, and deliver marketing campaigns across digital and traditional channels to promote IEA initiatives, training courses, events, webinars and member services.
- Create engaging, informative, and visually appealing content including images, videos, reels, stories, and posts for newsletters, social media, email marketing, website, brochures and other promotional materials to raise awareness of IEA Services and Ireland's export sector.
- Coordinate marketing collateral with colleagues, including design of promotional materials, member invitations, and post-event communications.
- Monitor and report on campaign performance, providing insights and recommendations to improve reach and engagement.
- Ensure consistency of brand, tone, and messaging across all external communications.
- Provide support to members by responding to queries and facilitating connections with IEA services across our online channels.

CRM

- Maintain and update the IEA's CRM system, ensuring accuracy of member and stakeholder data.
- Track, analyse, and report on member and customer engagement, supporting data-driven decision making.

- Segment and manage targeted communications to different member groups, ensuring relevance and value.
- Generate insights from CRM data to identify trends, opportunities, and risks in member engagement.
- Work with colleagues to ensure CRM is fully integrated into event and training promotion, member services, and reporting.

Qualifications, Knowledge & Experience:

- Minimum 2-3 years' experience in a similar marketing and CRM role.
- Business related 3rd level qualification ideally in marketing, digital marketing or social media.
- Experience working with wordpress, canva, social media, email marketing and CRM databases (Hubspot is an advantage).
- Stakeholder management.

Skills:

- Proven digital marketing and social media campaign experience.
- Social platform & content management.
- SEO and website.
- Design.
- Video editing.
- Excellent PC Skills (Microsoft Suite).

Position: Marketing & CRM Executive

Company: Irish Exporters Association

Location: 28 Merrion Square, Dublin 2, D02 AW80

Salary: €43,500 per annum

Annual Leave: 23 days

Working Hours: 37.5 hours, Monday - Friday

- **Sector:** administrative and support service activities

Career Level

- Experienced [Non-Managerial]