



JKL FOODS LIMITED



#JOB-2458825



14A Maypark, Malahide Road, Artane, Dublin
5, D09 A9W4



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



20/07/2026



17/08/2026

How to apply

Application Method :

Not available



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Marketing Manager

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 comprehensive multi-channel marketing strategies to strengthen brand positioning, expand market presence, and drive sustainable revenue growth.

Lead the planning, execution, and optimisation of integrated marketing campaigns across digital, print, social media, email, and traditional marketing channels.

Manage annual marketing budgets, ensuring efficient allocation of resources and maximising return on investment (ROI) for all promotional initiatives.

Direct digital marketing activities, including SEO, SEM, paid advertising, content marketing, social media, and email campaigns to enhance customer acquisition and engagement.

Analyse market trends, consumer behaviour, competitor activities, and industry developments to identify growth opportunities and refine marketing strategies.

Establish and maintain strategic partnerships with corporate organisations, tourism bodies, local businesses, media partners, and community stakeholders to enhance brand visibility.

Oversee brand management by ensuring consistent messaging, visual identity, and communication standards across all marketing channels and customer touchpoints.

Implement customer relationship management (CRM) strategies by leveraging customer insights, segmentation, and loyalty initiatives to improve customer retention and lifetime value.

Collaborate with senior leadership and cross-functional teams to develop promotional calendars, commercial campaigns, and customer engagement strategies aligned with business objectives.

Monitor marketing performance through key performance indicators (KPIs), campaign analytics, website traffic, customer acquisition metrics, and conversion rates, providing actionable insights for continuous improvement.

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

Career Level

- Managerial