



MORETUM LIMITED



#JOB-2460845



24 Sandymount Green, Dublin 4, D04 X820



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



30/07/2026



27/08/2026

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 integrated marketing strategies that strengthen brand positioning, increase market penetration, and drive sustainable revenue growth across multiple business locations throughout Ireland.

Lead the planning, implementation, and optimisation of multi-channel marketing campaigns, leveraging digital, traditional, local, and experiential marketing initiatives to maximise customer acquisition and retention.

Analyse consumer behaviour, demographic trends, competitor activity, and market intelligence to identify commercial opportunities and develop data-driven marketing strategies.

Design and oversee location-specific marketing initiatives that address regional customer preferences while ensuring consistent brand identity and corporate marketing standards.

Manage the annual marketing budget, allocate resources strategically, monitor campaign expenditure, and evaluate return on investment through measurable commercial performance indicators.

Establish marketing performance frameworks by analysing customer acquisition costs, conversion rates, customer lifetime value, campaign effectiveness, and revenue attribution to optimise future initiatives.

Lead the development of promotional calendars, seasonal campaigns, product launches, and customer engagement programmes aligned with organisational growth objectives and commercial priorities.

Build strategic partnerships with media organisations, advertising agencies, digital platforms, community organisations, and commercial partners to enhance brand visibility and expand market reach.

Direct customer relationship marketing initiatives by developing loyalty programmes, personalised communication strategies, and lifecycle marketing campaigns to improve customer retention and repeat business.

Oversee digital marketing operations, including search engine optimisation (SEO), paid advertising,

email marketing, social media strategy, content marketing, and website performance optimisation to maximise online engagement

- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

Career Level

- Managerial