



Adleo Ltd



#JOB-2461016



26 Fairyhill, Blackrock, Co. Dublin, A94 P993



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



31/07/2026



28/08/2026

How to apply

Application Method :

Not available



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



Social Media & 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

Manage daily posting and scheduling across Instagram, Facebook, and TikTok to maintain a consistent and recognisable brand presence.

Create engaging content, including photos, reels, carousels, and stories, for new menu items, seasonal campaigns, and in-store promotions.

Develop and maintain a monthly content calendar that aligns posts with menu changes, promotions, and key seasonal dates such as Black Friday, Christmas, Valentine's Day, and St. Patrick's Day.

Plan and run paid social campaigns through Meta Ads Manager and TikTok Ads to drive footfall, online orders, and conversions.

Monitor and respond to comments, DMs, and online reviews promptly to build positive customer relationships and protect the cafe's reputation.

Design digital marketing materials such as promotional banners, email headers, menu graphics, and social creatives using Canva or Adobe tools.

Send weekly email newsletters featuring offers, new arrivals, loyalty rewards, and upcoming events using tools like Mailchimp or HubSpot.

Manage and grow the customer loyalty programme, promoting sign-ups across social and in-store channels.

Build relationships with local influencers, food bloggers, and media to coordinate PR drops, collaborations, product seeding, and secure features and reviews.

Analyse social and email performance using platform insights and Google Analytics, and produce monthly reports with key metrics and recommendations.

Keep the cafe's Google Business Profile up to date, including photos, opening hours, and seasonal updates, to support local search visibility.

Help plan and promote in-store events, tastings, and community activities to drive engagement and footfall.

Work with store teams to capture in-store photos, videos, customer testimonials, and user-generated content.

About You

Strong understanding of Irish retail and consumer trends.

Proficiency in content creation tools like Canva, Adobe Photoshop, or Premiere Pro.

Experience running paid social campaigns (Meta, TikTok, Google Ads).

Familiarity with email marketing tools (Mailchimp/ HubSpot).

Knowledge of Google Analytics and social platform insights for performance tracking.

Excellent copywriting skills with attention to brand tone.

Ability to multitask and manage multiple campaigns simultaneously.

Experience working with influencers and brand ambassadors.

Strong communication and organisational skills.

Flexibility to support weekend or in-store events when required.

The company reserves the right to amend these duties from time to time and as determined by business needs.

Working Hours: 39 Hours Per week

Annual Salary: 36,605.00

Company Name: Adleo Limited t/a O'Briens Sandwich Cafe

Job Location: Fairyhill, Newtownpark Avenue, Blackrock, Dublin, Ireland, A94 P993

Start date: 24/08/2026

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

Career Level

- Entry Level