



Company Details Confidential



#JOB-2461021



River Valley Shopping Centre, River Valley
Road, Swords, Co. Dublin,



No of positions : 2



Paid Position



39 hours per week



36605.00 Euro Annually



31/07/2026



28/08/2026

How to apply

Application Method :

Not available



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Digital Marketing Specialist

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

Job Title: Digital Marketing Specialist (AI, Analytics & Automation)

Company: AKBER RETAIL CP LIMITED T/A Mace River valley

Location: River valley Shopping Centre, Swords, Co. Dublin, K67 EW92

Employment Type: Full-time, Permanent

Working Hours: 39 hours per week

Annual Salary: €36,605 per annum

Weekly Salary: €703.94 per week

Hourly Rate: €18.05 per hour

AKBER RETAIL CP LIMITED T/A Mace River valley is currently seeking an experienced and results-driven Digital Marketing Specialist (AI, Analytics & Automation) to join our growing team at River valley Shopping Centre, Swords, Co. Dublin.

The successful candidate will be responsible for planning, implementing, managing, and optimising digital marketing campaigns using data-driven insights, AI technologies, analytics platforms, and automation systems to increase sales, generate leads, improve customer engagement, and strengthen brand performance.

Key Duties and Responsibilities:

Plan, execute, monitor, and optimize digital marketing campaigns across multiple online channels.

Analyze marketing performance data and customer behavior to identify trends, opportunities, and areas for improvement.

Improve advertising performance and return on investment (ROI) through continuous campaign optimization.

Use AI-powered marketing tools to enhance customer targeting, content performance, lead generation, and conversion rates.

Develop and maintain marketing automation workflows to streamline marketing and sales processes.

Create and manage automated triggers linked to sales performance, stock levels, order volumes, and supplier pricing changes.

Generate reports and dashboards to measure campaign effectiveness and provide actionable business insights.

Conduct A/B testing and conversion rate optimization activities to improve website and campaign performance.

Monitor key performance indicators (KPIs), customer acquisition costs, and marketing efficiency metrics.

Collaborate with management and operational teams to align marketing strategies with business objectives.

Stay up to date with developments in digital marketing, analytics, AI technologies, and automation systems.

Requirements:

Minimum 2–5 years' experience in digital marketing, marketing analytics, performance marketing, marketing automation, or a related role.

Experience using digital advertising platforms, analytics tools, CRM systems, and marketing automation software.

Strong understanding of customer behavior analysis, campaign optimization, and conversion rate improvement.

Experience working with AI-powered marketing tools and data-driven decision-making processes.

Relevant qualification in Marketing, Digital Marketing, Business, Data Analytics, Information Technology, or a related discipline is preferred but not essential.

How to Apply:

Please email your CV to: jobs@mnc.ie

- This vacancy is suitable for Remote/Blended working
- **Sector:** information and communication

Career Level

- Experienced [Non-Managerial]

Candidate Requirements

(Essential)

- **Minimum Experienced Required (Years):** 2
- **Minimum Qualification:** Level 9 (incl Post Graduate & Diploma & Master Degree)

(Desirable)

- **Ability Skills:** Analytical, Communications, Creativity, Sales/Marketing
- **Competency Skills:** Decision Making, Problem Solving, Teamwork, Time Management