



THE GOOD FOOD COMPANY LIMITED



#JOB-2462822



O.K.R GROUP, 21 Merrion Sq N, Dublin 2,
D02 NY64



No of positions : 1



Paid Position



39 hours per week



34100.00 Euro Annually



07/08/2026



04/09/2026

How to apply

Application Method :

Not available



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Marketing and Trade 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

Develop integrated omnichannel marketing strategies to strengthen brand positioning, increase market share, and drive revenue growth across delivery, takeaway, dine-in, and digital ordering channels.

Lead annual marketing planning by analysing consumer behaviour, competitive intelligence, market trends, and sales performance to identify commercial growth opportunities and optimise marketing investments.

Design and execute data-driven customer acquisition, retention, and loyalty campaigns leveraging CRM platforms, customer segmentation, and personalised promotional strategies.

Manage digital marketing initiatives across search engines, social media, email marketing, mobile applications, online ordering platforms, and paid advertising to maximise customer engagement and return on investment.

Collaborate with franchise owners and regional operations teams to implement locally tailored marketing campaigns while ensuring alignment with national brand standards and commercial objectives.

Optimise marketing performance through advanced analytics, campaign attribution models, customer lifetime value analysis, conversion optimisation, and continuous monitoring of key performance indicators.

The working week is 39 hours.

- This vacancy is suitable for Remote/Blended working
- **Sector:** accommodation and food service activities

Career Level

- Not Required