



MONEY MAXIMISING ADVISORS LIMITED



#JOB-2462839



UNIT 3, Liosban Business Park, Tuam Road,
Galway, Co. Galway, H91 85A0



No of positions : 1



Paid Position



39 hours per week



37000.00 Euro Annually



10/08/2026



07/09/2026

How to apply

Application Method :

Not available



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online



Marketing Technology (MarTech) 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

Role Overview

This role is designed for a strategic systems-thinker who possesses deep expertise in enterprise marketing automation, server-side tracking, and data warehousing. You will not be writing standard email copy or making Canva graphics; you will be building the pipelines that manage 10,000+ records, tracking multi-touch attribution, and orchestrating complex cross-channel automated journeys.

Core Responsibilities

Systems Architecture & Data Fluidity: Build and manage our core marketing technology stack, ensuring seamless data integration between our ad platforms, enterprise MAP (Marketing Automation Platform), CRM (e.g., Salesforce, Dynamics), and our data warehouse.

Enterprise Automation Orchestration: Architect complex, multi-channel automated workflows (email, SMS, web personalization) using dynamic triggers. You must understand frequency control, journey governance, and predictive lead scoring models.

Server-Side Tracking & Attribution: Move our tracking beyond relying on browser cookies. You will implement and manage server-side tracking environments to ensure pristine data hygiene from the first anonymous touchpoint through to closed-won revenue.

AI-Driven Optimization: Integrate predictive AI for lead scoring and dynamic journey branching, utilizing generative AI models (via API) to scale personalization across high-volume campaigns.

Revenue Operations (RevOps) Alignment: Ensure that marketing data translates flawlessly to sales. You will build dashboards tracking SQL rates, pipeline generated, CAC payback periods, and LTV:CAC—not just clicks and impressions.

Required Technical Expertise

Enterprise MAP Mastery: Advanced proficiency in at least one enterprise-grade marketing automation platform (e.g., Marketo Engage, Oracle Eloqua, or Salesforce Marketing Cloud). You must be capable of handling webhook-based integrations and API rate limits.

Tracking & Tag Management: Expert-level knowledge of Google Tag Manager (specifically Server-Side GTM container setups), the Meta Conversions API, and event streaming protocols.

Data Integration & Reverse ETL: Deep working knowledge of integrating data with a central warehouse (e.g., Snowflake, BigQuery) and using data orchestration tools or iPaaS platforms (e.g., Make, Zapier, Fivetran, or Segment) to sync customer behavioral data.

Analytics & Business Intelligence: Capability to turn complex datasets into actionable dashboards using BI tools (e.g., Looker, Tableau, or Power BI) alongside platforms like GA4.

GoHighLevel (GHL) Proficiency: High capability in configuring GHL snapshots, building complex trigger-based automations, and managing its CRM ecosystem as a component of the broader stack.

- **Sector:** financial and insurance activities

Career Level

- Experienced [Non-Managerial]