



Company Details Confidential



#JOB-2464360



THE GARDEN HOUSE, Back Road, Malahide,
Co. Dublin, K36 PD77



No of positions : 1



Paid Position



39 hours per week



34009.00 Euro Annually



19/08/2026



16/09/2026

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : henka@thegardenhouse.ie



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



Digital Marketing Analyst

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 Responsibilities:

Analyse digital marketing, e-commerce and customer-performance data to identify revenue opportunities, behavioural trends and acquisition patterns across The Garden House's retail and online channels.

Develop and optimise data-driven digital marketing strategies covering SEO, paid search, social media, email marketing, content, e-commerce and customer-retention initiatives.

Monitor and interpret website traffic, conversion rates, customer journeys, product engagement, bounce rates, basket behaviour and online revenue using advanced analytics platforms.

Conduct customer segmentation and cohort analysis to identify high-value customers, purchasing patterns, seasonal demand and opportunities for targeted marketing campaigns.

Design and evaluate A/B tests across landing pages, product pages, promotional campaigns, email communications and digital advertising to improve conversion and customer engagement.

Analyse performance of digital campaigns across Google, Meta, email and other channels, measuring CAC, ROAS, CTR, CPC, conversion rates and revenue contribution.

- **Sector:** other service activities

Career Level

- Managerial