



Company Details Confidential



#JOB-2464388



6 Botairin Na Muillinn, Abbeyside, Dungarvan,
Co. Waterford, X35 VK64



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



17/08/2026



14/09/2026

How to apply

Application Method :

Not available



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online



Marketing & Communications 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

Job Title: Marketing & Communications Executive

Company: Harbor Key Rooms Limited

Location: 6 Botairin na Muillinn, Abbeyside, Dungarvan, Co. Waterford, X35 VK64

Annual Salary: €36,605

Working Hours: 39h per week

The Marketing & Communications Executive will be responsible for supporting and implementing the company's marketing strategy across its portfolio of licensed accommodation properties, with a focus on increasing property visibility, supporting occupancy levels, strengthening the Harbor Key Rooms brand, and improving communication across digital channels.

Key Responsibilities:

- Develop and implement marketing activities to promote available rooms and new properties across relevant digital channels.

- Create, manage and optimise property advertising content, including written descriptions, images, promotional materials and listing presentation.

- Manage and monitor online property listings, ensuring consistent branding, accurate information and effective positioning across advertising platforms.

- Analyse listing performance, enquiries, occupancy trends and market response to identify opportunities to improve marketing effectiveness and reduce vacancy periods.

- Develop consistent messaging and communication standards across customer-facing channels.

- Monitor marketing performance and prepare regular reports on enquiries, advertising effectiveness, occupancy-related marketing metrics and campaign results.

- Work closely with management and the operations team to identify upcoming vacancies and establish appropriate marketing priorities and campaigns.

- Support the continuous development of the Harbor Key Rooms brand and recommend improvements to the company's marketing strategy based on market trends and performance data.

Skills & Experience:

Qualification or professional background in Marketing, Advertising, Communications or a related discipline.

Previous experience in marketing, content creation, communications or digital marketing.

Strong written and verbal communication skills.

Experience creating marketing materials and digital content.

Ability to analyse marketing performance and translate data into practical recommendations.

Strong organisational and project coordination skills.

Ability to work independently and coordinate marketing activities across multiple properties.

Understanding of digital advertising, customer acquisition and brand communication.

- **Sector:** administrative and support service activities

Career Level

- Experienced [Non-Managerial]