



P.J. CROWLEY LIMITED



#JOB-2464411



CROWLEYS OPTICIANS, Grand Parade
House, 26 Grand Parade, Co. Cork, T12 X7TR



No of positions : 1



Paid Position



39 hours per week



37000.00 Euro Annually



18/08/2026



15/09/2026

How to apply

Application Method :

Not available



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Optical Business Development Strategist

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

PJ Crowley Ltd t/a Crowleys Opticians, an established optical business operating across multiple locations in Ireland, is seeking an Optical Business Development Strategist to support the development and growth of its optical products and services across the business.

This is a full-time, permanent position, 39 hours per week, with an annual salary of €37,000. The permanent place of employment will be Crowleys Opticians, 26 Grand Parade, Cork City.

The successful candidate will be responsible for analysing market and customer trends, identifying commercial opportunities and supporting the development and implementation of business growth strategies within the optical sector.

Main Duties and Responsibilities:

Analyse optical market trends, customer demand and competitor activity to identify opportunities for business growth and development.

Develop and implement business development strategies for the company's optical products and services.

Research new optical products, brands and product categories and assess their commercial potential within the business.

Support the commercial introduction and positioning of new optical products and services across the company's locations.

Analyse product performance, sales patterns and customer data to identify opportunities for growth and development.

Develop marketing and promotional strategies for optical products and services in line with the company's business objectives.

Plan and coordinate product campaigns and business development initiatives across the company's locations and digital channels.

Identify opportunities to develop new customer segments, commercial partnerships and channels for the company's optical products and services.

Liaise with optical product suppliers, manufacturers and laboratories regarding new products, market developments and commercial opportunities.

Evaluate the commercial performance of optical product ranges and prepare recommendations for future development.

Conduct market and competitor research and prepare business development reports, forecasts and recommendations.

Monitor the performance of business development and marketing initiatives and assess their effectiveness against agreed objectives.

Requirements:

Relevant third-level qualification in business, pharmaceutical business management, pharmacy, marketing or a related discipline.

Good understanding of business development, product commercialisation and marketing principles.

Strong analytical, research, organisational skills and problem solving skills

Ability to analyse market and product performance information and contribute to commercial development strategies.

Strong computer skills, including proficiency in Microsoft Office applications

Strong communication skills and ability to liaise effectively with suppliers, business partners and internal teams.

Ability to work independently and contribute to the development and implementation of business growth initiatives.

- **Sector:** other service activities

Career Level

- Not Required