



VIOL LIMITED



#JOB-2464453



VELVET Salons, UNIT 2, Castletroy Pk Rtl Pk,
Castletroy, Limerick, Co. Limerick, V94 AH28



No of positions : 1



Paid Position



39 hours per week



36606.00 Euro Annually



17/08/2026



14/09/2026

How to apply

Application Method :

Please apply to the vacancy by the following means:

Phone : 0871499274



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

Viol Ltd T/A Velvet Salons at unit 2, Castletroy commercial park, Plassey road, Limerick is looking for an experienced digital marketing analyst to support the company's digital marketing performance, customer insight, online booking growth and commercial marketing strategy. The company has 4 locations.

The successful candidate will be responsible for analysing digital marketing data, website traffic, online booking activity, paid advertising performance, social media insights, customer behaviour, campaign conversion, visitor trends and market demand. The role requires the preparation of analytical reports, dashboards and commercial recommendations to assist management in improving digital campaign performance, increasing visitor numbers, strengthening customer retention and supporting business growth.

Other Duties and Responsibilities

The Digital Marketing Analyst will be responsible for:

Analysing digital marketing data, website traffic, online booking patterns, visitor behaviour, customer demographics and campaign performance.

Preparing regular digital marketing performance reports for management, including campaign conversion, customer segmentation, seasonal trends, booking conversion and return on advertising spend.

Monitoring and analysing paid advertising campaigns, social media insights, email marketing performance, website analytics and online booking data.

Conducting market and competitor analysis within the leisure, tourism, family entertainment and hospitality sectors, with particular focus on digital engagement and customer demand.

Identifying opportunities to improve online customer acquisition, customer retention, repeat visits, booking conversion and digital campaign effectiveness.

Requirements:

Minimum 2 years of experience.

Good communication skills.

Familiarity with data analytics tools and an understanding of social media platforms.

Annual Remuneration: €36,606.00

Pay rate: € 18.05 per hour for 39 hours per week.

Work Location: Unit 2 Castletroy Commercial Park, Plassey Road Limerick V94 AH28

If you're interested in this role, please apply with CV to: dyeung333@gmail.com

- **Sector:** other service activities

Career Level

- Experienced [Non-Managerial]