



Company Details Confidential



#JOB-2464657



Suite #216 NESTA Kilbarrack, Kilbarrack  
Road, Howth Junction, Dublin 5, D05 DC60



No of positions : 3



Paid Position



39 hours per week



Negotiable



18/08/2026



15/09/2026

## How to apply

### Application Method :

Please apply to the vacancy by the following means:

Email : [info@brightstarcare.ie](mailto:info@brightstarcare.ie)



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



## Marketing & Development Representative - Home Care Support Services

### 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

A Marketing Representative for home care and domiciliary care services in Ireland promotes private and HSE-supported eldercare services, generates client referrals, builds relationships with healthcare professionals, and manages local community outreach to increase brand trust and drive agency growth.

**Achievement of Specific Target:** You need to achieve a specific target of signups of clients for company's home care/live-in Care/domiciliary care services in a month. The salary is linked to achieving the target.

**Key Responsibilities Lead Generation & Conversion:** Identify families seeking home support, follow up on inquiries, and guide them through care options.

**HCP Networking:** Build and maintain referral networks with local GPs, public PHNs (Public Health Nurses), hospital discharge teams, and social workers.

**Community Outreach:** Represent the agency at local health fairs, senior community centers, and promotional events.

**Digital & Content Support:** Coordinate with regional teams on social media, local press, and online content reflecting company values

**Recruitment Marketing:** Assist HR by promoting carer and healthcare assistant job openings across local and digital channels.

**Requirements & Skills Experience:** 1–3 years in sales, business development, or marketing (healthcare sector experience is a strong plus). **Knowledge:** Understanding of the Irish healthcare landscape, HSE home support schemes, and private eldercare needs.

**Communication:** Exceptional interpersonal, public speaking, and active listening skills

**Qualifications:** A third-level degree in Marketing, Business, or a related field is typically preferred.

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

### **Career Level**

- Not Required