



HERBERTON LEISURE LIMITED



#JOB-2465043



3 Reuben Plaza, Rialto, Dublin 8, D08 PV0H



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



20/08/2026



17/09/2026

How to apply

Application Method :

Not available



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Digital Marketing Specialist

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

We are seeking an experienced Digital Marketing Specialist to support the continued growth of our fitness and wellness business. The successful candidate will be responsible for developing and implementing digital marketing strategies to increase brand awareness, customer acquisition, engagement and retention across our services and programmes.

Key Responsibilities:

Develop and implement digital marketing campaigns across social media, email and other digital channels.

Create and optimise promotional campaigns to support membership growth and customer acquisition.

Monitor and analyse campaign performance, customer engagement and digital marketing metrics.

Use market and customer insights to improve marketing strategies and campaign effectiveness.

Develop content and digital communications aligned with the company's brand and commercial objectives.

Support customer retention and engagement initiatives through targeted digital communication.

Manage relationships and engagement with customers and prospective customers through digital platforms.

Collaborate with management and operational teams to align marketing activities with wider business objectives.

Contribute to the promotion and launch of new services, classes and business initiatives.

Requirements:

Bachelor's degree in Marketing, Advertising, Communications, Business or a related discipline.

Proven relevant experience in digital marketing or a related marketing role.

Experience developing and managing digital marketing campaigns.

Strong understanding of social media, digital advertising, customer engagement and marketing analytics.

Strong analytical, communication and organisational skills.

Ability to work independently and contribute to the development of marketing strategies.

Remuneration: €36,605.00 per year, based on 39 hours of work per week.

Location of employment: Herberton Leisure Limited - 3 Reuben Plaza, Rialto, Dublin 8, D08 PV0H.

- **Sector:** arts, entertainment and recreation

Career Level

- Professional