



Company Details Confidential



#JOB-2465867



Old Museum, Parnell Street, Clonmel, Co.

Tipperary, E91 K227



No of positions : 1



Paid Position



39 hours per week



35000.00-40000.00 Euro Annually



25/08/2026



22/09/2026

How to apply

Application Method :

Please apply to the vacancy by the following means:

Email : accounts@impt.io



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



Social Media Manager & Marketing Lead

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 looking for a Social Media Manager & Marketing Lead with strong experience in e-commerce and affiliate marketing to own and drive our brand growth across social and digital channels. This role is ideal for a creative yet data-driven marketer who knows how to turn content into engagement, engagement into growth, and growth into measurable results.

You will lead our social presence, shape our marketing narrative, and execute strategies that go beyond traditional marketing

Responsibilities:

Social & Marketing Strategy: Own and execute a results-driven social media and digital marketing strategy, drawing on proven e-commerce and affiliate marketing techniques. Translate these insights into scalable, high-impact campaigns aligned with our business goals.

Content & Community Growth: Plan, create, and manage engaging content across key social platforms (organic and paid). Build and nurture a strong online community, increase brand visibility, and drive meaningful audience interaction.

Campaign Execution: Design and run creative marketing campaigns leveraging social media, content marketing, influencer and affiliate collaborations. Test new formats, channels, and growth tactics to continuously improve performance.

Performance & Analytics: Track, analyse, and report on social and marketing performance using clear KPIs. Optimise content, campaigns, and spend based on data-driven insights to maximise reach, engagement, and conversion.

Partnerships & Affiliate Activation: Use affiliate marketing experience to identify and activate partnerships, creators, and collaborators that amplify reach and deliver measurable ROI.

Cross-Functional Collaboration: Work closely with product, sales, and customer teams to ensure consistent messaging and a unified growth strategy across all touchpoints.

Qualifications

Experience: Proven experience managing social media and leading marketing initiatives within e-commerce and/or affiliate marketing environments, with clear evidence of growth and engagement.

Education: Bachelor's degree in Marketing, Business, Communications, or a related field. Digital marketing or social media certifications are a plus.

Skills: Strong content planning, storytelling, and analytical skills. Hands-on experience with social media platforms, performance marketing tools, and analytics dashboards. Excellent communication and leadership abilities.

Growth Mindset: Creative, experimental, and comfortable testing new ideas. Ability to adapt quickly and apply proven marketing strategies in innovative ways.

Technical & Platform Knowledge: Solid understanding of social platforms, content trends, SEO basics, influencer marketing, and analytics tools, with the ability to turn insights into action.

- **Sector:** information and communication

Career Level

- Experienced [Non-Managerial]

Candidate Requirements

(Essential)

- **Minimum Experienced Required (Years):** 3
- **Minimum Qualification:** Level 7 (incl Diploma & Ordinary Bachelor Degree) **OR** Marketing
- **Languages:** English C2-Master (Fluent), Irish A1-Beginner

(Desirable)

- **Ability Skills:** Analytical, Communications, Creativity
- **Competency Skills:** Flexibility, Initiative
- **Additional Skills:**,
- **Specialising In:** digital marketing
- **Driving Licence:** Novice: A
- **Proximity Locator Distance:** 100 Kilometres