



OPUS WEB DESIGN LIMITED



#JOB-2466956



CAVAN DIGITAL HUB, Unit 7, Kilmore Centre,
Kilmore Bus Pk, Co. Cavan, H12 PD82



No of positions : 1



Paid Position



40 hours per week



38000.00 Euro Annually



04/09/2026



02/10/2026

How to apply

Application Method :

Not available



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Digital Marketing Executive

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

The Digital Marketing Executive plans, delivers and reports on digital marketing activity for Opus Web Design and its clients, helping businesses grow through search, digital media and paid channels.

Key Responsibilities

Title : Digital Marketing Executive

Key Responsibilities

- Develop and execute data-driven social media marketing campaigns across LinkedIn, Facebook, Instagram, TikTok, and other relevant digital platforms to strengthen brand visibility, audience engagement, lead generation, and client acquisition.
- Plan, manage, and optimise integrated social media campaigns for Opus Web Design and its assigned client portfolio, aligning campaign objectives, audience segmentation, creative direction, messaging, budgets, and performance targets with broader digital marketing strategies.
- Conduct comprehensive audience, competitor, and market research to identify emerging social media trends, customer behaviours, content opportunities, competitor positioning, and platform-specific growth opportunities.
- Develop and maintain structured social media content calendars, coordinating campaign themes, promotional content, educational material, client success stories, industry insights, seasonal campaigns, and platform-specific content formats.
- Create and refine compelling social media copy and creative briefs for organic and paid campaigns, ensuring messaging consistently reflects brand positioning, tone of voice, service propositions, and target-audience requirements.
- Manage paid social media advertising campaigns through relevant advertising

platforms, including Meta Ads, including campaign setup, audience targeting, budget allocation, bid optimisation, creative testing, conversion tracking, and ongoing performance optimisation.

- Implement A/B testing across advertising creatives, headlines, calls-to-action, audience segments, formats, and campaign objectives to improve engagement, conversion rates, and return on advertising spend.
- Monitor and analyse social media performance metrics including reach, impressions, engagement rate, follower growth, click-through rate, cost per click, cost per acquisition, conversion rate, lead quality, and return on ad spend to identify performance trends and optimisation opportunities.

Requirements

- 1–3 years' experience in a digital marketing role (agency experience an advantage)
- Working knowledge of Google Ads, Meta Business Suite, Google Analytics and SEO fundamentals
- Strong writing skills and attention to detail
- Comfortable managing multiple client accounts and deadlines
- Confident communicating results to non-technical clients

Desirable

- Experience with WordPress or similar CMS
- Email marketing platform experience (e.g. Mailchimp)
- Certifications in Google Ads or Analytics
- This vacancy is suitable for Remote/Blended working
- **Sector:** professional, scientific and technical activities

Career Level

- Experienced [Non-Managerial]