



RAIN OUTDOORS LIMITED



#JOB-2467923



RAIN OUTDOORS, 29 O'Connell Street,  
Limerick, Co. Limerick, V94 R923



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



07/09/2026



05/10/2026

## How to apply

### Application Method :

Not available



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



## Brand & 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

Company: Rain Outdoors | Location: Limerick, Ireland | Employment Type: Full-time, permanent | Hours: 39 hours/week, Monday-Friday, with occasional weekends for market research, seasonal launches and brand activations | Salary: €36,605 per annum.

### ABOUT THE ROLE

Rain Outdoors is seeking a creative, commercially minded Brand & Marketing Specialist to develop and implement the company's marketing and brand strategy. The role will strengthen brand visibility, support customer acquisition and commercial growth, and maintain a cohesive brand identity across digital and physical retail. The successful candidate will work autonomously on multi-channel campaigns and align marketing activity with business objectives. Professional fluency in English and Spanish is a core requirement due to diverse customer demographics and Spanish-speaking consumer segments in Ireland.

### KEY RESPONSIBILITIES

- Develop data-driven brand and marketing strategies, seasonal plans and promotional campaigns aligned with commercial targets.
- Conduct market research, competitor benchmarking and consumer behaviour analysis to identify growth opportunities.
- Manage Instagram, Facebook and TikTok content, email marketing and customer communications.
- Manage Shopify e-commerce content and digital assets.
- Plan, execute and analyse paid digital advertising, including Meta Ads.
- Develop creative concepts and marketing collateral for digital, print and local media campaigns.
- Produce product photography and short-form video for campaigns and social media.
- Establish and maintain brand guidelines across digital and retail touchpoints.
- Develop seasonal in-store displays.
- Conduct on-site consumer research.
- Liaise with international brand representatives, distributors and creative partners; localise supplier

marketing content for Ireland.

#### REQUIREMENTS

- Bachelor's Degree (NFQ Level 8 or international equivalent) in Marketing, Digital Communications, Graphic Design or a related discipline.
- Minimum 2 years' relevant professional experience in marketing, brand management, digital marketing, communications or a creative agency environment.
- Portfolio demonstrating marketing campaigns, branding and digital content. Retail, e-commerce, consumer goods or outdoor/lifestyle experience is advantageous.
- Proficiency in Adobe Creative Cloud, Shopify, Meta Business Suite, analytical tools and video editing software.
- Strong creative, analytical, organisational, communication and commercial skills, with the ability to manage projects independently.

#### LANGUAGES

Fluent written and spoken English is mandatory. Professional Spanish fluency is required for customer engagement, market research, community outreach and communications targeting Spanish-speaking consumer segments in Ireland. Additional languages are desirable.

#### APPLICATION

Applicants must submit an updated CV and professional portfolio showcasing marketing campaigns, branding and creative design work.

- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

#### Career Level

- Experienced [Non-Managerial]