



Company Details Confidential



#JOB-2469649



14 Dominick Street Upper, Galway, Co.

Galway, H91 WD2H



No of positions : 1



Paid Position



40 hours per week



40000.00 Euro Annually



15/09/2026



13/10/2026

How to apply

Application Method :

Not available



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



Sales Liaison & Social Media Manager

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

Role Overview

Monroe's Tavern is seeking a Sales Liaison & Social Media Manager to support the growth of the business through sales, customer engagement, social media management and digital marketing.

The position combines business development and client relationship management with hands-on social media and content creation. The successful candidate will be responsible for generating new business for events and private bookings, managing the customer journey, developing Monroe's social media presence and supporting wider sales and marketing activities.

Key Responsibilities

Sales & Customer Engagement

Drive sales by identifying and securing new customers for corporate events, private parties, group bookings, gigs and other venue events.

Proactively identify and approach prospective clients and organisations to generate new business opportunities.

Build and maintain strong relationships with prospective and existing clients.

Understand individual client requirements and develop tailored event and venue packages.

Manage enquiries and bookings from initial contact through to event completion.

Personally engage with clients and guests to ensure a positive and seamless customer experience.

Follow up with clients and identify opportunities for repeat business.

Work closely with the Sales & Marketing Manager to support sales targets and identify opportunities to increase bookings and revenue.

Coordinate with relevant departments to ensure client requirements and event details are communicated effectively.

Social Media & Content

Manage Monroe's social media platforms and day-to-day social media presence.

Develop and implement social media strategies supporting events, sales, brand awareness and audience growth.

Plan and manage social media and content calendars.

Create original short-form content for platforms including Instagram, TikTok and Facebook.

Capture content on-site during gigs, events and other key occasions.

Film, edit and publish short-form video and other social content.

Carry out live social media coverage where required.

Manage community engagement across social platforms.

Monitor social media analytics and use performance insights to improve future content and campaigns.

Maintain consistent brand messaging across social channels.

Marketing Support

Work closely with the Sales & Marketing Manager to align marketing activity with sales objectives.

Assist in developing marketing and promotional materials, including presentations and digital assets.

Support the planning and execution of marketing campaigns across digital, social media and email channels.

Support promotional activity for gigs, private events, corporate bookings and seasonal campaigns.

Assist with email marketing and other customer communications.

Monitor campaign performance and provide insights to support future marketing decisions.

Assist with tracking marketing expenditure and budget planning.

Work across departments to ensure consistent marketing

- **Sector:** accommodation and food service activities

Career Level

- Not Required