



Company Details Confidential



#JOB-2470954



RUSSELL'S BAR, Unit 6, Racefield Centre,
Limerick, Co. Limerick, V94 F542



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



18/09/2026



16/10/2026

How to apply

Application Method :

Not available



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



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

Job Title: Marketing Specialist

Employer: Turn Key Ventures Ltd T/A Russells Bar

Location: Limerick, Ireland

Annual Salary: €36,605

Hours: 39 hours/week

Russells Bar is a vibrant hospitality venue known for exceptional service, contemporary menus, and a welcoming atmosphere. As we continue to grow our local and online presence, we're looking for a digital-first Marketing Specialist with strong analytical skills and creativity to lead our online marketing efforts and brand strategy.

Key Responsibilities:

Develop and manage digital campaigns to promote new menus, live music nights, promotions, and seasonal events.

Plan and publish content across platforms (website, social media, email) to drive customer interaction.

Monitor and analyse campaign performance (KPIs, traffic, engagement) and adjust strategy accordingly.

Manage customer-facing digital interfaces (e.g. website updates, booking systems, Google reviews).

Conduct qualitative and quantitative market research to inform offers and campaigns.

Collaborate with internal teams to align brand identity and ensure consistent customer messaging.

Generate reports with actionable insights to optimise performance across platforms.

Coordinate with photographers and designers to create content assets as needed.

Skills and Qualifications:

Minimum 2 years of experience in digital marketing, preferably in a B2C or public-facing brand.

Demonstrated experience with SEO strategies, campaign development, and web content

management.

Strong written and verbal communication skills in English.

Analytical mindset with experience in measuring digital performance (Google Analytics or similar).

Self-motivated, adaptable, and comfortable working independently in a fast-paced setting.

Second language desirable.

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

Career Level

- Experienced [Non-Managerial]