



Company Details Confidential



#JOB-2471035



THE CREAMERY, Upper Salthill, Galway, Co.

Galway, H91 T866



No of positions : 3



Paid Position



39 hours per week



36605.00 Euro Annually



21/09/2026



19/10/2026

How to apply

Application Method :

Not available



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online



Marketing & 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

Marketing & Social Media Manager required to work at The Creamery Cafe, The Promenade, Salthill, Galway, H91 T866. The successful candidate must have at least 1 year of experience in a similar role. Duties will include:

- Developing, implementing and managing the café's marketing and social media strategy to increase brand awareness, customer engagement, footfall and sales.
- Planning and managing marketing campaigns, seasonal promotions, events and product launches in line with commercial objectives.
- Developing and maintaining a marketing calendar and coordinating marketing initiatives throughout the year.
- Planning and overseeing the creation, scheduling and publication of engaging content across Instagram, Facebook and other relevant digital channels.
- Managing the company's social media presence and ensuring consistent brand communication across marketing channels.
- Developing marketing materials, promotional content and digital campaigns for the café's products, services, events and special offers.
- Managing digital advertising and social media promotional campaigns and monitoring their effectiveness.
- Establishing marketing objectives and KPIs and monitoring campaign performance against agreed targets.
- Analysing social media, digital marketing and customer engagement data to evaluate results and identify opportunities for improvement.
- Conducting market, customer and competitor research to identify trends and new promotional opportunities.
- Developing customer acquisition and retention initiatives, including loyalty programmes and promotional campaigns.
- Identifying and coordinating promotional partnerships with local businesses, community organisations, influencers and other relevant partners.

- Managing and updating digital marketing content, including the company website and online business listings.
- Monitoring customer feedback, online engagement and enquiries and using insights to support marketing and business development decisions.
- Working closely with management to develop marketing strategies aimed at increasing customer traffic, sales, retention and brand visibility.
- Monitoring marketing expenditure and assisting management with the effective allocation of marketing resources.
- Coordinating external suppliers and service providers involved in advertising, design, printing and other marketing activities.
- Preparing regular reports on marketing activities, social media performance, campaign results and progress against marketing objectives. Salary: €36,605 per annum. Hours: 39 hours per week. To apply, please contact Ronan Galvin at tastychoicecatering@gmail.com.
- **Sector:** other service activities

Career Level

- Experienced [Non-Managerial]