



ALB PRIVATE RETAIL LIMITED



#JOB-2471482



The Hatchet Inn, Barstown, Dunboyne, Co.

Meath, A86 NY13



No of positions : 1



Paid Position



39 hours per week



40000.00 Euro Annually



23/09/2026



21/10/2026

How to apply

Application Method :

Not available



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



Social Media & 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

This is a hands-on role for someone who loves social media and wants to take real ownership of the brand's online presence. As the business grows, the role will grow too, but the main goal stays the same: bring customers in and build a brand people love to follow.

Responsibilities:

Manage the day-to-day social media accounts across Instagram, Facebook and TikTok, including planning, posting and scheduling content.

Create regular photos, videos, reels, stories and promotional content showcasing products, offers and activity within the business.

Work closely with store teams and management to identify products, promotions and events that should be marketed each week.

Prepare and maintain a monthly social media and marketing calendar around new stock, seasonal promotions and key retail dates.

Promote special offers, new arrivals and in-store campaigns across social media, email and other digital channels.

Monitor customer comments, direct messages and online reviews and respond or escalate queries to the relevant team.

Visit store locations when required to capture product photos, videos, staff content and other material for social media.

Create marketing materials including posters, flyers, digital screens, social media graphics and promotional banners.

Support paid advertising campaigns on Meta, TikTok and Google, including preparing creative content and monitoring campaign performance.

Update website content, promotional banners, product information and campaign pages when required.

Prepare and send customer email campaigns and newsletters covering promotions, new products and upcoming events.

Coordinate competitions, giveaways, influencer collaborations and local promotional activities.

Liaise with suppliers and brands to obtain product images, promotional materials and information for marketing campaigns.

Monitor competitor activity, customer trends and popular social media content to identify ideas relevant to the business.

Track social media engagement, campaign performance and customer response and provide regular updates to management.

Support the planning and promotion of seasonal campaigns including Christmas, Black Friday, Easter and other key trading periods.

Assist with the organisation and promotion of in-store events, launches and other customer-facing activities.

Ensure branding, pricing, promotional information and messaging remain consistent across online and offline marketing materials.

Maintain an organised library of product photography, videos, campaign materials and other marketing assets.

Provide general marketing support to management as the business develops and new promotional requirements arise.

Support the Manager with ad hoc duties as needed.

Working Hours: 39 Hours Per week

Annual Salary: 40,000

Company: Alb Private Retail Limited

Job Location: The Hatchet Inn, Barstown, Dunboyne Co. Meath, Dunboyne, Meath, A86 NY13

Start date: 07/12/2026

- This vacancy is suitable for Remote/Blended working
- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

Career Level

- Entry Level