



PADAMPADAM BANSAL LIMITED



#JOB-2472021



PADAMPADAM, 124 Drumcondra Rd Up,
Drumcondra, Dublin 9, D09 Y17C



No of positions : 1



Paid Position



39 hours per week



36605.00 Euro Annually



01/10/2026



29/10/2026

How to apply

Application Method :

Not available



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Procurement & Marketing Manager – Speciality Coffee

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

Procurement & Marketing Manager – Speciality Coffee

Role Purpose

PadamPadam is hiring a full-time Procurement & Marketing Manager to drive commercial growth with business expansion, purchasing and price negotiation along with customer engagement within the specialty coffee sector. The role combines full process management from Sourcing, Relationship management with Suppliers and manage digital strategy, brand development, content creation, market research, and customer management.

We are looking for a friendly, and skilled professional with experience in specialty coffee, alongside expertise in social media within the food & beverage industry.

Key Responsibilities

Pricing Strategy & Planning

Develop and execute annual, seasonal, and monthly pricing strategies aligned with commercial objectives for product launches, seasonal menus, and key sales periods, maintain optimal stock levels for efficient running of departments.

Align purchasing activities across all digital and customer-facing channels rollout for new menu offerings.

Product & Brand Marketing

Lead marketing strategies, positioning and promotional launch plans for new and seasonal offerings.

Refine communications and product positioning using data-driven customer insights.

Pricing Analytics & Performance

Leverage digital analytics tools to inform strategic decisions and continuously optimize ROI.

Market Research & Customer Insights

Research consumer trends, purchasing behaviour, and growth opportunities within the specialty coffee and F&B sectors.

Translate customer feedback and insights into product and strategy decisions.

Digital Marketing & Social Media

Oversee all social media channels, maintaining a structured monthly content calendar.

Plan and execute digital marketing and campaigns to boost awareness, engagement and acquisition.

Content & Communications

Produce & launch communications for new products, seasonal menus, and special initiatives, maintaining a consistent brand tone and create brand storytelling content highlighting the company, products, coffee sourcing and team.

Team Leadership, Training & Coordination

Lead and coordinate the team's execution of marketing campaigns, promotional activities and brand communication initiatives.

Train staff on brand standards, promotional messaging, and new product launches.

Requirements

Education: Bachelor's degree in Business, Marketing, Communications or a related field.

Experience: Proven track record in purchasing, digital marketing, social media, copywriting (including SEO), and market analysis.

Knowledge: A strong understanding of specialty coffee industry and latest trends.

Strategy & Analytics: Hands-on experience developing integrated campaigns and analysing performance using tools like Google Analytics and Google Trends.

Communication: Exceptional written and verbal communication skills with strong storytelling ability.

Skills: Project management capabilities

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

Career Level

- Managerial