



GP RETAILING DRUM LIMITED



#JOB-2473314



32_38 Drumcondra Road Lower, Dublin 9,
D09 P8A0



No of positions : 1



Paid Position



39 hours per week



36605.00-40904.00 Euro Annually



05/10/2026



02/11/2026

How to apply

Application Method :

Not available



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online



Marketing Specialist (Local Area)

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

Key responsibilities

Local marketing delivery and campaigns:

Plan, deliver, and manage marketing and promotional campaigns for the store and its local catchment area.

Run omni-channel marketing communications — digital, social, loyalty, and local community marketing.

Execute promotional and seasonal activity end to end, from creative and scheduling through to in-market delivery.

Build and manage local partnerships, sponsorships, and community engagement to raise the store's profile.

Brand and customer communications:

Develop, apply, and maintain the brand across local customer touchpoints, ensuring a consistent customer experience.

Manage the local marketing channels — digital, social, local listings, loyalty communications, and customer messaging.

Create and manage marketing content and assets for local campaigns.

Loyalty and engagement delivery:

Deliver and manage customer loyalty and retention initiatives and promotions on the ground.

Act on customer and campaign insight supplied by the commercial and data analysis functions to shape, target, and adjust local marketing activity.

Coordination and project delivery:

Use the market research, sales analysis, forecasts, and segmentation and strategy recommendations produced by the commercial and data analysis functions as the basis for local marketing plans, and feed campaign outcomes back to those functions.

Coordinate marketing projects, timelines, budgets, and any external agencies, designers, or media suppliers engaged for marketing activity.

Support store events and new-range launches with local marketing and opening campaigns.

Report on the delivery and results of local marketing activity and spend.

Qualifications and experience

Third-level degree in Marketing, Business, International Business, or a related discipline; a Master's in Marketing is an advantage.

Grounding in digital and omni-channel marketing, consumer behaviour, and sales/promotional principles.

Experience in a coordination, operations, client-relations, or commercial role, with the organisational skill to plan and deliver activity to deadlines.

Experience coordinating projects, events, suppliers, or external providers.

Strong communication and interpersonal skills, with the ability to work with internal teams and local partners.

Confident using the analysis and insight provided by colleagues to plan and target activity.

Adaptability and flexibility to carry out additional functions outside normal functions of the role from time to time in accordance with business needs.

Desirable:

Retail, convenience, or customer-facing sector experience.

Familiarity with social media, digital content, and loyalty or promotional campaigns.

Comfort working with data and basic analytics to measure campaign results.

- **Sector:** wholesale and retail trade; repair of motor vehicles and motorcycles

Career Level

- Experienced [Non-Managerial]