




Digital Marketing Executive (3–5 Years' Experience)

This is a fixed-term maternity cover position, with the possibility of a permanent appointment thereafter.

 **Dundalk** |  Full-time |  Mid-Level

We are seeking an experienced **Digital Marketing Executive** to join our growing team. This is a fantastic opportunity for a **proactive Digital Marketer with 3–5 years of experience** who is looking to take ownership of campaigns, contribute strategically, and grow within a collaborative environment.

You'll play a key role in the development and execution of integrated marketing campaigns across multiple channels — helping to drive brand awareness, lead generation, and customer engagement in both local and international markets.

About the Company:

Our organisation comprises two key divisions, and this role will involve working across both.

Optimum Results is a leading Irish training provider, delivering tailored training solutions to both private and public sector clients. In the public sector, we work closely with Local Enterprise Offices, Skillnets, and Chambers of Commerce. Our training services range from management development, strategic growth, and leadership programmes to soft skills training and eLearning via our own Learning Management System (LMS). We operate both in Ireland and internationally.

Our second division, **Customer Perceptions**, specialises in consumer research services for clients across all sectors in Ireland. Our offerings include mystery shopping, focus groups, surveys, audits, and more—delivered through a nationwide panel of over 16,000 experienced Field Researchers.

Key Responsibilities

Campaign Execution & Content Marketing

- Plan, execute and optimise multi-channel campaigns (email, social media, paid media, content, events)
- Develop high-quality content across platforms (blog posts, email newsletters, LinkedIn articles, PR releases, etc.)
- Manage the end-to-end content calendar and ensure consistent brand messaging

Digital Marketing & Website Management

- Own day-to-day digital marketing activities across SEO, PPC, display and social
- Update and maintain the company website (CMS), with a focus on UX, conversion and SEO
- Monitor web and campaign performance, producing regular reports and insights

Brand Development & Social Media

- Ensure brand consistency across all materials and channels
- Oversee social media planning, posting and community engagement
- Drive growth in follower engagement and brand visibility across platforms

Strategy, Research & Reporting

- Conduct competitor and market research to inform campaigns and messaging
- Support the development and refinement of the overall marketing strategy
- Report on KPIs, campaign ROI and engagement metrics with actionable insights

Internal Collaboration & Sales Support

- Collaborate with Sales and other internal teams to produce impactful presentations, case studies, and collateral
- Work with external partners and agencies where necessary to align on campaign delivery

Requirements

- 3–5 years' experience in a digital or integrated marketing role
- Proven track record in planning and executing successful marketing campaigns
- Strong writing and content creation skills across different formats and channels
- Solid understanding of SEO, email marketing, paid ads (Google & LinkedIn), and social media
- Experience with marketing tools such as Google Analytics, Search Console, CMS platforms, email marketing software, and social scheduling tools
- Proficiency with CRM systems and maintaining clean, segmented contact databases
- A creative mindset with strong attention to detail and design sensibility
- Comfortable managing multiple projects and deadlines in a fast-paced environment
- Proficiency in Microsoft Office Suite
- Experience with marketing automation platforms (e.g., Active Campaign or equivalent)
- Familiarity with design software (Canva, Adobe Creative Suite — at least one is essential)
- Competence in short-form video creation/editing for social media (Reels, Stories, etc.)
- Understanding of customer journeys and digital funnel optimisation
- Strong analytical mindset, able to extract insights from data and act on them

- Personal Attributes
 - Positive can-do attitude
 - Proactive and self-motivated
 - Creative Thinker
 - Excellent Team Player
 - Strong Communicator
 - Curious and Continually Learning
 - Accountable
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Why Join Us?

- A collaborative, growth-focused environment
- Real responsibility from day one
- Career development support
- A chance to shape your role in a dynamic team
- Flexible working hours
- Working from home days each week (after probation period)
- Internal promotion opportunities
- Learning and Development programmes and courses
- Valued Performance Review Process bi-annually
- Recreational team activities
- Pension Plan (after probation period)
- Bonus scheme (after probation period)
- Financial Advice
- Cycle to Work Scheme
- Additional perks include Smart/ casual dress code, actively promoting a work/ life balance, Kitchen facilities, free car parking.

Other information:

If selected for interview you may be required to prepared and conduct a short 5–10-minute presentation on the day showcasing your skills.

If you are interested in this position, please send CV and cover letter to jenny.martin@customerperceptions.ie

Closing Date: June 2025