

Position: Marketing Assistant

We are recruiting for a creative, enthusiastic and driven Marketing Assistant to support the communications team in managing a range of integrated marketing activities. The successful candidate will support the activities of business development, marketing and events.

As the trusted national registry for over 329,000, domain names, .ie protects Ireland's unique online identity and empowers people, communities and businesses connected with Ireland to thrive and prosper online.

The successful candidate will be based in our head office in Dun Laoghaire, Co. Dublin, in a hybrid-working model.

Our culture is centred on embracing a growth mind-set, inspiring excellence, innovation, synergy and encouraging teams and leaders to bring their best each day. Ours is a people centred culture in a digital age.

Key responsibilities

- Provide marketing administration support
- Merchandise and collateral: co-ordinate sourcing and usage of merchandise and collateral as required for events etc.
- Desktop research: complete projects requested by manager
- Email communications: assist with developing and sending out email campaigns to external audiences
- CRM: update customer, stakeholder, vendor details on our CRM platform
- Social media: co-ordinate content calendar, schedule activity
- Website: complete content reviews and updates, SEO activity
- Content development: create content for social media and website, such as blogs, infographics, video
- Analytics and reporting: assist with compiling relevant marketing analytics across social, website and communications activities
- Brand: embed our brand and be able to communicate our brand guidelines to internal / external stakeholders
- Contribute to team planning sessions

Qualifications and requirements

- Digital marketing or marketing graduate – degree / diploma level
- Proficient in use of Microsoft Office and PowerPoint
- Knowledge of social media platforms
- WordPress experience is highly desirable
- Video and graphics development – Canva etc.
- environment
- Ability to develop and maintain relationships with internal and external stakeholders
- Ability to keep abreast of current trends in marketing digital media

Candidates with the following skill sets will have a distinct advantage (additional training will be provided at the company's expense):

- WordPress
- Google Analytics
- Mailchimp
- Hootsuite
- CRM platforms

Salary & Benefits Package:

- Circa €28-30K, Salary will be commensurate with experience and qualifications
- Annual performance related bonus potential of up to 8% of salary
- Group health insurance scheme with Laya Healthcare
- Comprehensive induction and sector familiarisation provided
- Training & professional development is supported financially and actively encouraged
- 5% contribution towards the .ie defined contribution pension scheme following successful completion of the 6 month probationary period
- Life assurance and income protection
- Comprehensive Wellness programme, including Mental Health First Aid Training and a Wellness Voucher of €200 for each staff member for 2024
- 20 days paid holidays p.a. with one additional day of leave per annum, commencing on the completion of two years' service with the company, subject to an upper limit of 25 days' holidays
- Access to the cycle-to-work scheme & the tax saver programme

Note: Information on .ie:

As a KeepWell Mark accredited company, we are committed to fostering an environment and culture where staff well-being is priority. The first of its kind in Ireland, the KeepWell mark is an evidence-based wellness initiative and accreditation programme from Ibec, for companies that are focused on making their employees' wellbeing a priority and who are committed to instilling a best practice approach and high standards of support for all.

We celebrate diversity and are proud to be an equal opportunities workplace and employer. We are committed to equal employment opportunity with all employment decisions at .ie based on business needs, job requirements and individual qualification without regard to gender, ethnicity, age, religious beliefs, disability, sexual orientation, gender identity and/or expression, marital status, or any other status protected by Irish law.

At .ie, we respect your right to privacy; all applications will be processed in accordance with applicable data protection laws. IE Domain Registry CLG, trading as .ie, is an Irish registered company (number 315315).