Marketing Executive (Maternity Cover)

Description

Merlyn Showering are one of the UK and Ireland’s leading shower enclosure companies, are currently recruiting a Marketing Executive for a 9-month period for maternity cover. Reporting to the Marketing Manager and based at their European Head Office in Kilkenny, the Marketing Executive will co-ordinate and support the marketing requirements at Merlyn Showering including:

- Develop and implement marketing activity to Merlyn key target audiences.
- Responsibility for the creation of sales support material for all target channels and territories.
- Liaising with external design and marketing agencies on large design projects and company brochure ware.
- Implementation of company in store campaigns, including POS, merchandise and display branding.
- Liaising with CGI agencies for all new product imagery.
- Liaise with the company’s external design agencies on the development of outsourced marketing campaigns.
- Support to the Marketing Manager on all new product launch campaigns and ongoing marketing activity.

Experience

- 3+ years’ experience in a similar role
- 3rd level qualification in marketing or design related discipline
- A creative, proactive individual with the ability to make good judgements and think/act quickly.

Skills

- Strong presentation and communication skills, demonstrating the ability to communicate and influence at all levels of the organisation.
- Demonstrable project management skills – showing the ability to drive ideas from point of inception through to closing of project.
- Ability to work on own initiative, manage time effectively and meet targets and objectives.

Computer Skills

Skill in Microsoft Office suite and all standard online marketing “tools of the trade” – Google Analytics etc.; interest in keeping up to date with new technology and concepts.

Applications to be submitted to: Louise Ryan, Human Resources, Merlyn Industries Ltd, Unit 8, Purcellsinch Industrial Estate, Dublin Road, Kilkenny or e-mail Louise.Ryan@merlyn.ie or call 056-7791555.