



## **Temporary Marketing Executive – Head Office, Greenbank, Newry (Temporary One Year Contract)**

**Hours: Monday – Thursday 8.00am – 5.00pm  
Friday 8.00am – 4.00pm**

We wish to recruit a Temporary Marketing Executive to cover a period of Maternity Leave for 9-12 months. The postholder will promote services and products through co-ordinated marketing campaigns. Duties will include conducting digital marketing campaigns, promoting brand awareness and improving customer relations. This is an excellent opportunity for the right candidate to further develop their skills and experience and which will enable them to progress their career.

### **This role will include:**

- Management and creation of content for the company website, ensuring that information is SEO friendly, up to date and relevant.
- Manage and optimise digital marketing campaigns, including PPC, SEO, email marketing and social media advertising.
- Effectively communicate brand message to advertising and creative agencies.
- Collaborate with videographers to produce captivating visuals and videos.
- Management of the corporate organic social media strategy through content creation and content scheduling (Instagram, Facebook, Twitter & LinkedIn).
- Monitor social media performance, analyse metrics, and implement strategies to improve engagement and reach.
- Create engaging content, including copywriting, and other assets, which resonates with the target audience and drives user engagement.
- Creating graphics, brochures, posters and more using Adobe Illustrator and InDesign.
- Review and creation of signage in all branches ensuring that branding aligns and all POS is correctly updated.
- Organising events including creation of promotional materials.
- Liaising with the Category Management team to create and maintain a promotional calendar.
- Collaborate with cross-functional teams to align performance marketing efforts with overall marketing and business objectives.
- Liaising with suppliers to ensure up-to-date content and to discuss incentives with customers.
- Any other general marketing duties needed.

### **Criteria:**

- BSc (Hons) Degree in Marketing, Business or a related field.
- Previous experience in a Marketing role.
- Excellent communication and collaboration skills.
- Experience using Adobe Illustrator and InDesign.
- Experience in Facebook Ads Manager and other relevant advertising tools.

### **Benefits:**

- Attractive package offered
- Staff Discount

**Closing date: Tuesday 14<sup>th</sup> May 2024**

To apply please:  
Email CV to: MRice@mbm.ie

[Download application form](#) from [www.murdockbuildersmerchants.com](http://www.murdockbuildersmerchants.com)

Murdock Builders Merchants is an Equal Opportunities Employer and welcomes applications from all sections of the Community.