



## Senior Digital Marketing Executive

Senior Digital Marketing Executive, reporting to the Marketing Manager will play a key role in the execution of Munster Bovine's digital marketing strategy. An exciting opportunity has arisen for a dynamic, Digital Marketing Executive, with experience in a similar role to join Ireland's largest cattle breeding and herd management service provider - Munster Bovine. We're looking for an energetic Digital Marketer with a passion for agriculture who has a drive to work in a fast paced environment and is keen to develop their career in a broad and varied marketing role. The successful candidate will work across multi-disciplinary teams with a large network of internal and external stakeholders in the delivery of integrated digital marketing campaigns. Reporting to the Marketing Manager this is a full time role with the option of hybrid working.

### Core Responsibilities

- Assist in the development and maintenance of Munster Bovines company website, creating content, ensuring product information is up to date and accurate.
- Monitoring online user behaviour to ensure a continuous improvement model is adopted.
- Delivery of integrated digital marketing and digital advertising campaigns contributing to the achievement of revenue targets and customer retention targets.
- Analyse results of digital marketing activity and present findings and recommendations to wider team.
- Monitor Competitor digital activity and report on same.
- The primary focus of the role will be the development of Munster Bovine's digital platforms but the successful candidate will be required to assist with other Marketing activities as and when required.



### **Knowledge, Skills and Requirements**

- Bachelor's degree in Marketing, Business, Communications, Journalism, Multimedia Studies or a related field.
- 2-3 years experience in a similar role essential.
- Experience in digital marketing and website management essential.
- Strong interpersonal skills with the ability to work collaboratively and with people at all levels of the organisation.
- Excellent project management and organisational skills and capability to handle multiple projects at one time
- A strong performer both as part of a team and on own initiative
- Excellent verbal and written communication skills and attention to detail
- Experience in data analysis and reporting.
- Understanding of the digital marketing landscape. Google accreditations advantageous.
- Ability to operate self-sufficiently and collaborate as part of a team.
- Ability to work in a fast paced environment.
- Excellent time-management skills.

Interested candidates should forward a copy of their Curriculum Vitae and cover letter in strictest confidence to Mary O'Brien, HR Manager – [careers@munsterbovine.ie](mailto:careers@munsterbovine.ie) **Closing Date Friday 20th November 2022.**