

New Position: Creative Marketing Executive

Would you like to join one of Ireland's leading marketing solutions companies?

The Printed Image is seeking a Creative Marketing Executive with a particular interest in content creation and copy writing. We are a 100% Irish company with a fun, hard-working collaborative team and will suit an ambitious, self-motivated Creative Executive with a minimum of 2-3 years' experience looking for the next step in their career.

Contract: 6-month contract (with the offer of full-time position once below efforts are being met/exceeded.)

Responsibilities:

- Support the Sales Team with Sector Presentations.
- Updating and recording relevant details in our CRM system.
- Support the development of client briefs through graphic design
- Support in the build of Case Studies.
- Support in Driving Internal/External Newsletters.
- Overseeing Social Media accounts and growing our existing profile across all platforms.
- Monitor industry activity on a weekly basis; client, supplier and industry trends.
- Implement and improve strategies to build market share.
- Launching optimised online adverts through Google AdWords, LinkedIn B2B Market etc. to increase company and brand awareness – KPIs outlined below.
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and efficiently distribute through various channels.
- Collaborate with our in-house Design Studio to improve client's experiences online or with DM to ignite existing clients.
- Acquire insights via online /offline client and market trend monitoring and keeping strategies ahead of the curve.
- Support the marketing effort of The Printed Image on daily tasks, outlined in meetings by Manager.
- Build out and grow segmented lists, NBD lists, continued improvement and new ideas implanted into Mailchimp. Emphasis on historical customer engagement and CRM accuracy improvements
- Organise and record accurate data on our Sales and Marketing database.

Qualifications and skills

- The ideal candidate must have a track record of creativity in design and digital campaign development.
- Minimum 2-3 years of graphic design / marketing experience with portfolio available for review.
- Bachelor's degree or equivalent preferred in Marketing / Graphic Design
- Good IT skills with an excellent working knowledge of Excel, WordPress, Photoshop and Illustrator.
- Knowledge and a deep understanding on PPC and SE, CRM(s)
- Excellent attention to detail with strong administrative skills.
- An understanding of Mailchimp emailer software (or alternatives).
- Experience with building and editing content calendars.
- Strong verbal and written English communication skills.
- Digital communications experience, ideally in a B2B environment, would be beneficial
- A proven track record on successful campaigns which delivered revenue uplift.
- Experience working with video/ animation would be a bonus.
- Knowledge of Keylines would be a bonus (but not essential).
- A full Driving Licence is preferable.

Employee Benefits

- Bonus related pay on top of salary.

- Free on-site parking.
- Free Coffee/Tea and Sweet treats!
- Opportunities to work from home once probation period complete.
- Significant opportunities to progress your career within the business.
- Birthday day off work.
- Staff Game Days, Summer Barbeques and Parties!

Salary

Salary for this office-based position will be discussed at interview stage.

A package including bonus will be offered commensurate with experience and ability.

Application

Please email Marketing@tpi.ie with a copy of your CV and Cover Letter to apply for this position.

About Us

We are a 100% Irish owned company established in 1990 and operating from our West Dublin premises. The Printed Image is one of the most respected Marketing Solutions companies in Ireland.

In an ever-changing dynamic marketplace, The Printed Image has evolved over 32 years to be an end-to-end service partner to a significant percentage of Irish and international world-leading brands and clients. We bring our client's brands, marketing ideas and campaigns to life.

Originally printers by trade, The Printed Image now specialise in Print, POS & Packaging, Graphic & Structural Design, Promotional Merchandise, Signage & Display, Installation and brand ideation. With our wide range of services fully accessible under one roof, via one single expert point of contact, we simplify design, production, kitting and project management and reduce the time involved to bringing our client's objectives to market, whilst delivering impactful brand and marketing communication materials.

Why – The Printed Image

Fun

At The Printed Image, we are a close-knit team that works hard, but also like to have fun! We have a massive doodle board in the canteen if you ever wish to splash a bit of creativity during the day or battle it out with another colleague with a game of 'x's & 'o's.

Mind Your Wellbeing

The Printed Image are partnered with I Am Here, a 'mind your wellbeing' initiative offering free supports, courses and services available to all staff.

Our Mission

To build collaborative partnerships and help to achieve client's brand ambitions with responsive, clever and connected 100% Irish world class marketing solutions and services.

Our Values

Pride, Passion, Performance and Professionalism.



For more information on The Printed Image or this Job Advert please visit: www.tpi.ie

Equal Opportunities

The Printed Image is committed to building a workplace and global community where inclusion is not only valued, but prioritised. We're proud to be an equal opportunity employer, seeking to create a welcoming and diverse environment. All qualified applicants will receive consideration for employment without regard to age, disability, ethnic background, family status, gender identity or expression, marital status, national origin, neuro-diversity, race, religion, sex, sexual orientation, or any other non-merit based or legally protected grounds.