

M2 Office located on the Dock Road in Limerick has been in operation for 32 years experience and is a leading supplier of Technology, Commercial Fitouts and Office Supplies nationwide.

[www.m2.ie](http://www.m2.ie)

We have recently redesigned our websites and now have an opening for a

### **Digital Marketing Executive.**

You will be required to take complete ownership of our digital marketing initiatives working closely with our Marketing Manager and sales team to continue shaping our brand's digital presence .

We are looking for a dynamic, self-motivated individual. You must possess a blend of creativity , expertise and practical experience in digital marketing functions, from research and strategy development to target driven execution, analysis, and optimisation.

*You must provide links to your profile showcasing your previous experience*

This is a hybrid role – **4-day week Mon to Thurs** 9am to 5.30pm - 3 of those days' must be office based in Limerick .One remote working day [ either on Tuesday or Wednesday]

### **Key Responsibilities:**

- Take full ownership of Digital Marketing initiatives, providing high-level overviews and data-driven recommendations for B2B and B2C communications.
- Create and implement a Digital Marketing strategy across all platforms,
- Continually review analytics to adjust resources, budget, and strategies for optimising campaign performance.
- Manage existing digital marketing accounts and tools, ensuring readiness for strategy implementation.
- Develop and implement SEO content strategy, across e-commerce websites and social media platforms to increase site traffic.
- Develop and manage PPC campaigns to achieve agreed KPIs. Report and analyse results in conjunction with marketing strategy.
- Design and execute email marketing campaigns with a focus on increasing sales leads, revenue and site traffic.

### **Requirements and Skills:**

- Strong understanding of SEO marketing, both organic and paid media.

- Strong understanding of all Digital Marketing channels and the ability to creatively integrate them into a cohesive strategy.
- Analytical mindset with experience in Google Analytics, Google AdWords and other data analysis tools.
- Graphic design experience and ability in Canva or another tools.
- Expertise in personalising customer journeys to enhance user experience and engagement.
- Previous Industry Experience is an advantage.
- Knowledge of, and proficiency in, AI tools like ChatGPT to enhance productivity and innovation in marketing efforts.
- Ability to manage budgets and understand the financial impact of marketing strategies.

### **Application -**

In addition to current CV you must provide a comprehensive overview of your previous experience

*Interview Requirement –*

*At the interview process you will be required to present to the team your previous experience either in a portfolio format or by showing examples of previous projects & websites with references*

### **Preferred Qualifications:**

- A degree in Marketing, Digital Marketing, or a related field.
- 5-7 years of experience in a similar role, with a demonstrated ability to drive digital marketing initiatives independently.
- Full working visa.

### **Benefits**

- On site parking
- Pension on completion of probation
- Health Insurance on completion of probation
- Company events
- Pro rata 19 days annual leave per year & 10 Bank Hols

### **Salary**

Scale €30,000.00-€40,000.00 per year , commensurate with previous experience.