

Job Description

Details of the role	
Department	Corporate Affairs/Marketing
Job title	Marketing Executive
Temporary/Permanent	Permanent
Reporting to	Senior Marketing Communications Manager
Breakdown of the work involved	
	<p>We are looking for a commercially focused marketing executive to join our small but busy marketing team. As one of the best-known financial services brands in the Irish market, marketing output is broadly focused on integrated campaigns, digital presence, events, sponsorships and partnerships, research, and content marketing to meet the business development and communications objectives of the firm. Working with the team, the successful candidate will play a key role in supporting all of these functions and look to further develop the Goodbody brand, its positioning and visibility in the market.</p> <p><u>Responsibilities</u></p> <ul style="list-style-type: none"> • Contribute to a variety of marketing initiatives, including campaigns, events, internal / external communications and digital strategy • Oversee strategy for multiple digital channels working closely with the brand team content creators • Execute digital marketing tasks for web, email, social media and display advertising • Assist in scheduling and running onsite and offsite events, and associated tracking • Create and present reports on digital engagement, campaigns, advertising and events • Liaise with third party vendors who support our web platform, SEO maintenance, studio, etc. • Video editing to support content marketing strategy
Role Requirements	
	<ul style="list-style-type: none"> • 1-3 years of experience in a similar role, ideally in a financial services or professional services industry • Degree in marketing or a related field • Up to date with the latest marketing trends and practices • Flexible approach to working on projects, as this role will encompass a variety of tasks • Experience managing multiple projects for key stakeholders

	<ul style="list-style-type: none"> • Strong analytical skills and data-driven thinking • Excellent attention to detail • Experience working on and tracking marketing campaigns • Strong digital marketing knowledge of email, web, SEO, analytics and reporting • Competent with video editing • Experience with event management and tracking • AV/studio experience an advantage but not required • Familiar with CRM systems an advantage but not required • Experience working with third-party vendors an advantage but not required
How to Apply	<p>Please send your Cover Letter and CV to careers@goodbody.ie</p> <p>Please include responses to the following:</p> <ul style="list-style-type: none"> • What is your expected salary? • What is your current notice period? • Are you eligible to work in Ireland? • Have you been employed by AIB or any Group Company within the last 2 years? If 'Yes', please confirm your date of leaving AIB Group or any Group Company?

Goodbody has been a strategic advisor to entrepreneurs, families, private and public companies for over 145 years. We are a full service, investment-led business offering wealth management, asset management and investment banking services. How we work is equally important to us. Deeply proud of our heritage and reputation, quality advice and exceptional client service is at the core of our offering. Thanks to the commitment of all our employees Goodbody was recognised as a Great Place to work in 2018 and 2019. If this sounds like a company you'd like to work with, we'd love to hear from you.

Goodbody is an equal opportunities employer and is committed to fostering an inclusive workplace which values and benefits from the diversity of our workforce.

Please read the Goodbody Recruitment Privacy Notice. By submitting your personal data to us, you acknowledge that you have read and understood this Privacy Notice and agree to the use of your personal data in line with this. We will only use the information that we collect about you lawfully in accordance with the Data Protection Acts, 1988 and 2003 and the EU General Data Protection Regulation (GDPR).

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