

Title: Sales & Digital Marketing Executive

Reporting to: Management and Directors

Salary: Depending on experience

IPL group are an established leader in the supply and manufacture of infrastructure solutions for Irish and global markets. The company has a fantastic opportunity for a driven and motivated Sales & Digital Marketing Executive. The successful candidate will take an office based role with frequent customer interaction and will take strategic responsibility for the development of our eCommerce and digital presence.

The successful candidate will take responsibility for the following Duties:

- The Sales & Digital Marketing Executive will be responsible for managing, creating and publishing original, high quality content on social platforms and assist in the development of revenue growth through online and offline activity.
- Answering client queries about product specifications and uses
- Design of uniform layout for presentations, flyers, brochures, and marketing material to improve brand identity and the company's visibility in the market.
- Assist in the organizing of promotional events and traditional or digital campaigns and facilitate their success.
- Creation of marketing literature (brochures, case studies, press releases etc) to augment the company's presence in the market.
- Develop and manage online campaigns and all company social media platforms.
- Drive a successful Digital Marketing Strategy that delivers traffic and generates sales.
- Promote internal awareness of design trends, brand standards, and processes.
- Liaison with and management of contracted e-commerce portal provider
- Compile, analyse and interpret various marketing and e-commerce analytics.
- Assist in organising and promoting webinars and physical events.
- Develop and review data entry in CRM database.
- Assist management with other administrative duties as required.
- Interact with IT and software suppliers on technical issues and requirements.
- Serve as liaison between the company and relevant suppliers and services.

Requirements

- Proven work experience as a Sales & Marketing Executive in a similar role is desirable, however this position may suit a graduate with a comprehensive portfolio and relevant work experience
- Bachelor's degree in marketing, business, or related field
- A passion for sales
- Good project management skills
- High-level communication and networking skills
- Understanding of commercial trends and marketing strategies

- Skilled and excellent working knowledge of:
Web design – HTML, CSS, PHP
Adobe CC; Photoshop, Illustrator, InDesign, Premiere
Microsoft Word, Excel, PowerPoint, Teams
Sage 200
SuperOffice CRM (optional)
- Ability to work well on their own initiative and with multidepartment input
- Highly organised with commitment to creative details and company goals
- Excellent written and spoken English
- Experience managing company LinkedIn and Twitter accounts
- Ability to travel, with full, clean driving licence