

Job Description

In house Senior Marketing Specialist



Ireland's leading ISO consultants

We help organisations achieve
and maintain their ISO Certifications.

Unit 1A Hume Centre,
Hume Avenue, Park West,
Dublin, D12 C8C7

+353 (0) 1 602 4121
hello@cgbc.ie
cgbusinessconsulting.com



CGBC
ISO Consultancy



CGBC
Sustainability Services



CGBC
Auditing Services

Established in 2009, CGBC is Ireland's leading ISO and Sustainability Consultant's encompassing, quality, energy, environmental, health and safety and information security

For more information see www.cgbusinessconsulting.ie/

Job Title Senior Marketing Specialist

Job Type: Permanent, Fulltime

Schedule: Mon – Fri 09:00am to 17:30pm

Start date: ASAP

Salary: Competitive and flexible for the right candidate

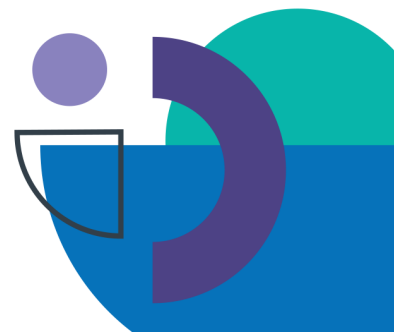
Job Description:

CG Business Consulting is seeking a highly motivated and experienced Senior Marketing Specialist to join our team which is tasked to continue the growth of CG Business Consulting range of services and market share in Ireland and internationally.

We are looking for someone to come into the business and be able to co-ordinate all in house marketing and strategy with the sales and operation managers and the external contractors.

Duties & Responsibilities:

- **Internal Project Champion**
- **Market research and analysis**
 - Conducting market research to understand industry trends, customer needs and competitive landscapes
 - Analysing data to identify target markets and customer segments
- **Content creation and copywriting**
 - Creating compelling and engaging content for various market channels such as the website, LinkedIn, Facebook, Instagram, print publications and various online channels through partnerships and associations.
 - Writing copy for advertisements, product descriptions and promotional materials
 - Creating copy and material for online educational and induction training for internal and external stakeholders
- **Digital marketing**
 - Executing digital marketing campaigns, including social media, email marketing, and online advertising
- **Collaboration with Cross-Functional Teams**
 - Working closely with sales, technical, product development and other teams to ensure alignment in messaging and goals



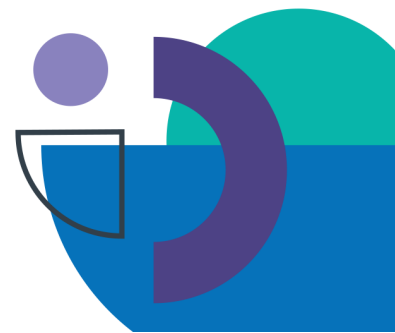
- **Website Management:** Ensure our website is up-to-date with accurate information, engaging visuals, and user-friendly navigation.
- **SEO Optimisation:** Implement SEO strategies to improve our website's visibility and organic search rankings.
- **Analytics and Reporting:** Monitor and analyse marketing performance metrics to identify trends, evaluate the effectiveness of campaigns, and make data-driven recommendations for improvement.
- **Campaign Management:** Plan, execute, and manage marketing campaigns across multiple channels, ensuring consistency in messaging and branding.
- **Market Research:** Stay updated on industry trends, competitors, and customer preferences to inform marketing strategies and messaging.
- **Collaboration:** Collaborate with cross-functional teams, including sales & design, to align marketing efforts with overall company goals.
- **Content Creation:** Produce engaging and relevant content for various marketing channels, including content videos, social media updates, email campaigns, and more.
- **Social Media Management:** Manage and grow our social media presence by creating and curating content, scheduling posts, and monitoring engagement and analytics.
- **Email Marketing:** Develop and execute email marketing campaigns to nurture leads, promote services, and maintain strong customer relationships.
- **Marketing Collateral:** Create marketing materials such as brochures, flyers, and presentations to support sales and promotional activities.
- **Event Support:** Assist in the planning and promotion of company events and webinars.

Technology Requirements

- Previous experience or the ability to learn Microsoft Office 365 and Microsoft Teams
- Experience with MailChimp or similar email marketing platforms
- Experience with Wordpress CMS for updating website content, product pages, blogs, news and events
- Experience with Adobe Creative Cloud including Adobe InDesign, Adobe Illustrator, Adobe Photoshop and Acrobat Pro DC
- Experience with Google Analytics 4, Google Search Console Tools, Google MyBusiness Listings and SEMrush
- Experience and/or willingness to learn new AI tools
- Experience with Squarespace CMS and Acuity Scheduling

Skills & qualities

- Ideally 5 - 10 years plus working experience
- Demonstrated experience in marketing, including content creation, social media management, and email marketing.



- Strong written and verbal communication skills.
- Knowledge of SEO principles and digital advertising platforms.
- Self-motivated with excellent organisational and time management skills.
- Creative thinking and problem-solving abilities.
- Enthusiasm for learning and staying up-to-date with marketing trends.
- A creative eye and attention to detail.
- Self – Starter who knows how to juggle multiple priorities
- Benefit to have MSc in Digital Marketing or a related field (or equivalent experience).

To apply please email your CV to laura@cgbc.ie

