

## **Job Description – Marketing Officer**

An exciting opportunity has arisen for a Marketing Officer in a manufacturing company in the Castlerea/Ballaghaderreen area. This position may be filled on a part time basis and may suit someone looking to work from home.

Job Specification will include, but will not be limited to:

- Developing web and social media content
- Editing and maintaining company website
- Creation of promotional emails/e-newsletters to customers to support marketing of products and services
- Maintain and expand company databases

Essential Skills include:

- At least 3 years experience in a busy office/marketing environment
- Excellent communication skills
- Good social media knowledge and experience
- Good working knowledge of MS Office packages including Word and Excel with Access an advantage
- Excellent attention to detail

Desirable Skills include:

- Knowledge of Mailchimp or other online email systems
- Social Media marketing experience
- Monitor web traffic via Google Analytics