



Job Title: Marketing Co-ordinator

Company: Dromad Hire

Location: Dundalk, Co Louth

Position Type: Full-time

Reports To: Operations Director

Salary: Negotiable Depending on Experience

Job Summary:

The Marketing Coordinator will play a pivotal role in managing the day to day marketing activities of the company. The successful candidate will be involved in planning, designing, executing and measurement of all digital marketing activities, with a goal of driving sales and developing the Dromad Hire brand.

Key Responsibilities:

- Develop and implement digital marketing strategies, including social media advertising & management, email marketing, display ads, Search Engine Optimisation (SEO) and Google Adwords, analyse the performance of marketing campaigns.
- Design and oversee content creation, including press releases, artwork, print, email campaigns and digital media.
- Regularly update the company website and other selling platforms with new content, including detailed product descriptions and high-quality photos.
- Creation of content for the company social media platforms i.e LinkedIn, Facebook, Twitter, YouTube, Instagram, TikTok.
- On site photography and videography, creation and editing.
- Communication with external stakeholders including, printers, local and trade press.
- Enhancing our brand identity, ensuring consistency across all marketing materials.
- Stay updated on digital marketing trends, emerging technologies, and best practices.
- Other Ad-hoc duties as required.

Key Skills

- Third level education in Marketing, Communications, or a related field.
- 2 years+ demonstrable experience in similar role preferred.
- Highly organised with ability to meet deadlines in a fast-paced environment.
- Creativity with proactive approach to problem-solving.
- A proven track record in working on your own initiative and an ability to create and implement effective marketing strategies.
- Exceptional attention to detail and excellent written/verbal communication skills.
- Proficiency in tools such as Adobe Creative Suite, Social Media, GoogleAds and Mailchimp.



- A willingness to learn / develop further relevant skills as they arise.

Benefits:

- Competitive salary package depending on Experience.
- Company discount.
- Uniform provided.
- Monthly bonus scheme.
- Genuine opportunity to progress.

Application Process:

Interested candidates should submit their curriculum vitae and cover letter to recruitment@dromadhire.com. Please include "**Marketing Coordinator - [Your Name]**" in the subject line. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Dromad Hire Group Company Culture:

Dromad Hire is one of the **top** Hire & Sale companies throughout the UK & Ireland, we are a proactive company and super focused on our customers' requirements, along with delivering the best service and backup within our industry. As a company we have a fantastic work ethic, we are committed to excellence, innovation, and customer satisfaction and safety.

We value integrity, teamwork, and continuous improvement, and we strive to create a positive and inclusive work environment where employees can thrive and grow professionally. This is an excellent opportunity and offers an attractive salary & package to the successful candidate along with potential to progress within a *fast-growing* company - in an exciting industry.