



Job Title: Marketing Executive	Reports to: Marketing & Business Development Manager & Deputy Head of Campus
Location: Cork	Job Type: Permanent, Full Time

Job Summary:

Griffith College, Ireland's largest private third level College seeks to recruit a motivated, dynamic marketing executive for their marketing admissions team.

This role is an excellent opportunity for someone looking for increased responsibility and the opportunity to excel in a busy marketing department where they will gain exposure to a wide range of marketing and sales activity.

Reporting to the head of marketing, the successful candidate will have individual responsibility for student numbers in specified departments, but will also contribute to the overall sales and marketing objectives of the College.

They will be required to develop and implement a comprehensive marketing plan to drive awareness and applications, with activity to cover both online and offline channels.

Job Responsibilities:

- The creation and implementation of faculty specific marketing strategies in close collaboration with faculty heads and line managers, to drive awareness, profile and interest in the faculty's suite of courses.
- Overseeing the admissions process for their faculties' courses.
- Utilisation of College database for full sales cycle - inputting and tracking leads from the Marketing module through to the Student module (enquiry to registered student).
- SEO and web page content for Cork, working with the College's digital marketing team.
- Liaising with PR Company to develop and grow faculty specific coverage in local and national media.
- Managing Leaving Certificate Revision Workshops.
- Achievement and surpassing, where possible, of faculty specific recruitment targets.
- Content generation for CRM, blog and web pages for specific faculties, working closely with the College's digital marketing team.
- Adherence to shift work schedule during intake periods.
- Specific project responsibilities.
- Management of and attendance at:
 - Open days
 - External exhibitions
 - Occasional weekend and evening work
 - Any other reasonable duties assigned by your line manager
- Any other duties that fall within the employee's capabilities.



Minimum Education/ Experience Requirements:

- Strong communication, sales and interpersonal skills.
- Minimum 1 – 2 years' experience in a marketing or sales role.
- Good working knowledge of online and offline marketing including digital marketing, social media, events, PR and advertising.
- Relevant academic or professional qualification in business or marketing is desirable.
- Previous experience of using a CRM system is desirable.
- Experience of Photoshop and InDesign beneficial.
- Must be legally entitled to work full time in Ireland for any employer.

About Griffith College Cork

Griffith College Cork runs a variety of both full-time and part-time, undergraduate, postgraduate and masters programmes in Law, Business, Journalism, Computing Science and Pharmaceutical Management as well as professional programmes in Law and Accountancy. The college is based on a large five acre campus on Wellington Road, close to the centre of Cork City. Griffith College Cork is strongly committed to the creation of a positive learning environment. This relaxed and productive learning atmosphere is achieved by developing a strong pastoral care ethos, evidenced by the open-door policy of lecturers, the operation of all lecturers on a first name basis, the provision of both written and oral feedback on formal and informal assignments, and the close, friendly working relationship between students and staff, all of which are based on a spirit of trust and collaboration.

Why work for Griffith College, Cork?

- Stunning historical premises on 5 acres of land.
- Competitive salary.
- Training and Development opportunities.
- Free parking facilities.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.

Griffith College is an equal opportunities employer. Candidates must be eligible to work full-time for any employer in Ireland. We thank everyone for their applications, however, only candidates selected for interview will be contacted.