Role Title: Junior Marketing & Event Executive

Role Overview

As Junior Marketing Executive, you will report to the Head of Marketing and work closely with the Senior Marketing Executive to bring our portfolio of stadia brands and events to life through integrated marketing campaigns across multiple platforms.

Activity includes the creation and coordination of high-quality video, photography, social media content, infographics, GIFs, website landing pages, PR campaigns, event management, radio advertising, media partnerships and more.

The position will involve working with all nine regional stadia across Ireland, providing exposure to a diverse range of venues, events and business functions. Working for GRI offers the opportunity to gain experience across multiple areas of marketing while contributing to nationally recognised sporting and entertainment events.

We value the importance of workplace wellbeing and flexibility and strive to provide an energetic, supportive and collaborative environment where employees can develop their skills and build rewarding careers.

This role is ideal for either a recent graduate seeking hands-on experience across a broad range of marketing disciplines, or for an ambitious marketing professional with 1-2 years' experience who is looking to expand their career, broaden their skillset and take the next step in a fast-paced and dynamic marketing environment.

The successful candidate will gain experience across a wide variety of disciplines including:

- Marketing Strategy and Campaign Delivery
- Digital and Social Media Marketing
- Traditional Advertising
- Event Management
- Broadcast Production (TV, Radio and Online)
- Public Relations and Communications
- Brand Management
- Graphic Design and Creative Development
- Content Creation (Video, Photography, Social Media and Animation)

Primary Work Location

Head Office Marketing Department, GRI, Greenpark, Dock Road, Limerick

This role offers flexibility through a blended working model, with employees having the option to work:

- Full-time from the office, or
- Hybrid working, consisting of three days in the office and two days working remotely from home, subject to business requirements.

Hours of Work

The role is a full-time position, working 37.5 hours per week, normally Monday to Friday. Due to the nature of the business and the delivery of major events nationwide, flexibility will be required, including occasional evening and weekend work throughout the year.

Preferred Behaviours and Competencies

The ideal candidate will bring confidence, enthusiasm, integrity and a proactive approach to the role.

Essential Requirements

- A professional qualification in Marketing, Business, Communications, Event Management or a related discipline.
- Excellent written and verbal communication skills, including strong copywriting abilities.
- Strong organisational, project management and administrative skills.
- Excellent relationship-building skills and the ability to engage positively with stakeholders.
- High proficiency in Microsoft Office applications including Word, Excel and PowerPoint.
- A willingness to learn and develop across multiple areas of marketing.

Desirable Requirements

- Experience managing social media platforms and creating digital content.
- Experience updating websites or content management systems.
- Experience working in a marketing, communications or related role (graduate placement, internship, or up to 1-2 years' professional experience).
- Experience supporting campaigns, events or promotional activities.

- Experience managing e-commerce or online booking platforms would be advantageous, but not essential.

Full training and support will be provided to the successful candidate. Following 12 months of continuous service, employees may be eligible to apply for support through the Company Education Fund, providing opportunities to further their professional development, enhance their qualifications and continue to grow their career within the organisation.

What is on Offer?

This is a unique opportunity to join the marketing team of one of Ireland's leading sporting and entertainment organisations.

In addition to gaining hands-on experience across a wide range of marketing disciplines, the successful candidate will benefit from:

- A supportive and experienced marketing team.
- Exposure to national campaigns, major sporting events and high-profile brand activity.
- Opportunities for career development and progression.
- A flexible working environment with the option of full-time office-based working or a blended arrangement of two days working from home and three days in the office.
- Company laptop and mobile phone provided.
- The opportunity to develop skills across digital, creative, content, events, PR and traditional marketing channels.

Whether you are a recent graduate or an early-career marketing professional looking to broaden your experience, this role offers an excellent platform from which to build a successful marketing career.