



Marketing Assistant & Content Creator

Reporting to: Marketing Manager

Objective: To assist the Marketing Manager of Kylemore Abbey & Gardens Ltd. in achieving the marketing and sales goals as set out by company management with an aim on increasing its market presence and the visitor numbers and thus maintaining its position as the premier tourist attraction in the West of Ireland.

Main Duties/Responsibilities:

- Creating digital and print content including blog posts, press releases, newsletters, website material, social media content.
- Assisting with maintaining CRM database.
- Assist with /co-ordinate familiarity trips and facilitate special groups.
- Help maintain relationships with industry partners, journalists, etc.
- Assist with event planning and coordination.
- Assist with promotional activities.
- Compile data and reports on ongoing activities.
- Update third party websites, reply to queries and reviews.

Skills required:

- Good teamworking skills
- Strong organisational skills
- Good communication skills with demonstration of excellent written skills
- Creative
- Strong IT skills

The ideal candidate will have:

- Experience using Google Analytics and social media
- Previous experience/ qualification in marketing
- High level of proficiency in English required.
- Willingness to learn

This is a full-time permanent position, with the option to work one day per week remotely. To apply please email cover letter and CV to hr@kylemoreabbey.com. Closing date for receipt of applications is Friday 20th September. Shortlisting may apply. Kylemore Abbey is an equal opportunities employer and is committed to supporting employees in career development.