

Marketing and Communications Executive

Do you have a passion for attracting and delighting followers with engaging content?

Do you have a talent for creating stunning visuals and impactful copy/posts?

Do you have an insatiable appetite for innovative new tech and consumer products? Would you like to be part of an effort to improve how we use products and reduce their environmental impact? Or to ensure that medical devices are designed to empower patients to lead their fullest lifestyles?

We are looking for a talented and ambitious Marketing and Communications Executive; this is a rare opportunity to join our team. Your mission will be to (1) promote the transformative power of great design to our target market, (2) build our brand to reflect the exceptional work we do and impact we make, and (3) outwardly share the stories of Dolmen award winning product design and the talented people behind these designs.

Come join our perennially award-winning team and get to see cutting edge product design first-hand as our team of internationally acclaimed designers create the future products of leading multinational brands and transform the newest technologies into disruptive + gamechanger products for high potential startups.

The ideal candidate will be a talented content creator and expert communicator who can lead the curation of on-brand visual and written content across website, social media and virtual event channels. You will ideally have 1-2 years' experience in a similar role and be comfortable working in a dynamic and fast paced consultancy environment.

The role will report to our Head of Business Development, who will work with you to align campaign content creation with the growth strategy of the business and to support your own career growth interests. You will also work closely with our CEO and our Director of Design Operations (Studio Manager) who will support with content design direction and regular feedback. In coordinating and delivering our marketing campaigns, you will engage on an ongoing basis with our senior leadership team, our exceptionally creative team of designers and a variety of external partners, brands and agencies. You will be the external voice of an internationally acclaimed design & innovation studio.

Responsibilities of the role include:

- Own the creation and ongoing curation of all marketing materials: Create high quality, visually engaging content befitting of an award winning, international design agency with support of internal team and external agencies where required. Work with internal brand owner to ensure brand consistency across platforms (predominantly web, LinkedIn and intention to build Instagram presence).
- Own the analysis, reporting and continuous improvement of marketing engagement: Maintain updated metrics for marketing performance (including SEO), conduct testing and drive engagement improvement across platforms.
- Own the coordination and readiness of marketing events (internal and external): Maintain annual calendar of participation, coordinate stand attendance, materials and exhibits. Prepare and coordinate all Dolmen participants including briefing documents.
- Support brand development: Engage with senior leadership to progress brand positioning and refine marketing messaging accordingly.
- Develop network of relationships with client marketing departments and external support agencies.
- Hubspot is currently used as marketing integration tool of choice.
- Support senior leadership team in generating engaging presentation content for client marketing, proposals and recruitment materials (EVP)

The ideal candidate will:

- Have degree level qualification in Marketing, PR & Communications / Digital Brand Management / Brand Design
- Fluent in English
- Strong verbal and written communicator. Ability to convincingly adapt written style to voice of the brand.
- Have a valid work permit to work in Ireland and availability to travel both nationally + internationally for work
- Have 1-2 years work experience in a similar role, although we are also very interested in hearing from high calibre graduates of relevant field who can demonstrate strong compatibility with our opening 3 paragraphs of questions
- Be proficient in Microsoft 365, Adobe suite of products and capability+presence across social media channels. Advantageous to have experience of Hubspot for content creation/mgmt.
- Experience running social media/blogs/profile for a company, club or interest
- Ability to monitor, analyse and present summary insights + recommendations on digital engagement performance
- It would be advantageous to have experience managing website content + SEO performance
- Excellent organizational skills, passion for excellence, meticulous attention to detail
- Ability to work well within our team and to play your part in contributing to our culture

Although the role will initially be conducted virtual / remote, the intention is for the role to be based at our design studio in DCU Alpha Innovation Campus, Dublin 11 (this does not preclude the possibility of hybrid working by arrangement).

Please send a copy of your CV and a portfolio of relevant work to careers@dolmen.ie with the subject line 'Marketing'. Learn more about working for dolmen at www.dolmen.ie/careers

We are an award-winning product design + R&D agency specialising in breakthrough product innovation. We partner with the world's most ambitious brands to create transformative product portfolio pipelines.

For the past 30 years we have been developing patent rich and internationally award-winning products for our clients all over the world. We are very proud that our client list includes Diageo, Guinness, Fever-Tree, Henkel, Medtronic, Boston Scientific, MERLYN, Clevamama, Moocall and Klas Telecom.

We make ideas work.