

## Marketing Executive (Full-Time)

**Location:** Dublin

**Key Responsibilities:** Reporting to the marketing manager and working with the sales team, your role as a marketing executive will be key to strengthening our Marketing Strategy for the Irish market. You will be responsible for the execution of various activities of the Marketing Mix including:

- Update and maintain web site, produce collateral material, develop presentations
- Responsibility for on-line marketing activity and performance analysis including SEO, Google Ad-words, Google Analytics for Codec Ireland
- Organize events - planning, executing and controlling (Partner events/Codec events)
- Perform Mailing / E-Mailing activities and their follow-ups
- Direct marketing campaigns (non event oriented)
- Customer and Partner Marketing (Customer success stories, Partner Events)
- Update, maintain and manage internal CRM system for marketing and lead generation
- Facilitate and manage local advertising and PR activity
- Manage 3rd party relationships including key partners and other outside agencies
- Work with sales and management teams in the development of appropriate marketing and lead generation campaigns



**Your Qualification Profile:**

- Educated to degree standard in a marketing or business related degree
- First experience in Direct and Online-Marketing (SEO) activities
- Understanding of business networking tools
- Skilled use of Microsoft software including Excel, PowerPoint, Word, Internet
- First experience in web content management systems
- Excellent verbal, written and communication skills

# Vacancy

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### About Codec

Codec provides services and software for performance management; planning and budgeting, BI and data warehousing, reporting and analysis. Our solutions provide information to enable better COrporate DECision making.

For more, check out [www.codec.ie](http://www.codec.ie)

Codec are a wholly owned subsidiary of the Codec Systems Group which has operations in Ireland, Poland, Germany and the UK. The following companies are part of the Codec Group:

- Codec Ireland
- Codec Germany
- Codec Poland
- Codec UK
- DSS Ireland

### To Apply:

Please send a copy for your CV along with a cover letter to Sinead Woods:  
[swoods@DECISION.ie](mailto:swoods@DECISION.ie)



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