



GS1 Ireland – Now Recruiting - Marketing Executive - April 2026 - *Digital Content Creation, Advertising & Online Presence*

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## **Role: Marketing Executive**

**Location:** Dublin 4 (Hybrid: 2 office / 3 remote days)

**Reports To:** Head of Retail

**Salary:** Competitive, commensurate with experience (€40,000–€45,000) plus benefits (pension, bonus, wellness contribution)

**Closing Date:** 17 April 2026 **Role Code:** 2026001

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GS1 Ireland is seeking a **Marketing Executive** to support our activities in the areas of digital content creation, advertising and to manage our end-to-end online presence across multiple channels and platforms.

### **Purpose of the Role**

To design and deliver data-driven, AI-enabled marketing campaigns that accelerate GS1 Ireland's digital engagement, lead generation, and member growth. This role focuses on performance marketing, technical web management, and multimedia content creation, complementing the existing Communications & Marketing Manager's strategic and brand-building remit.

### **Key Responsibilities**

- **Content Creation & Video:** Produce short-form video and animated educational content using Premiere Pro; create blogs, infographics, and interactive content aligned with GS1's strategic themes (AI, sustainability, trusted data).
- **Website & Technical Skills:** Manage website content and landing pages; apply basic HTML/CSS for updates; optimize site performance for SEO and accessibility.
- **UX/UI & Demo Support:** Collaborate on demo app development with basic UX/UI input for marketing prototypes
- **Digital Strategy & Paid Media:** Develop and execute social media strategy; manage paid social and search advertising campaigns with clear ROI metrics.



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- **Marketing Automation & AI:** Lead HubSpot workflows, segmentation, and personalization; explore AI-driven tools for predictive analytics and campaign optimization.
- **Event & Campaign Support:** Support webinars, virtual events, and GS1 Ireland's Knowledge Centre initiatives.
- **Analytics & Reporting:** Monitor dashboards (Google Analytics, HubSpot); deliver monthly insights on campaign effectiveness, website traffic and member engagement.

### **Required Skills & Experience**

- 5+ years in digital marketing with proven experience in paid media, SEO, and marketing automation.
- Essential: HubSpot expertise including Data Management (Data Studio), Workflows, and Content Studio for day-to-day operations.
- Strong video editing skills (Premiere Pro, Canva).
- Technical proficiency in HTML/CSS and CMS platforms.
- Familiarity with UX/UI principles for digital experiences.
- Data-driven mindset with ability to interpret analytics and optimize campaigns.
- Excellent communication and project management skills.

### **Desirable Skills**

- Experience with AI marketing tools (chatbots, predictive analytics).
- Knowledge of sustainability messaging and ESG-related marketing.
- HubSpot certifications and Google Ads accreditation.

### **Why Join GS1 Ireland?**

GS1 Ireland is the trusted, not-for-profit standards organisation that connects data through globally recognised identifiers and barcodes to drive efficiency, safety, and sustainability across every sector.

We enable businesses across retail, healthcare, and construction to trade confidently and innovate through trusted data. Our 2026–2028 strategy, *Trusted Data, Transforming Outcomes*, is driving digital transformation, sustainability, and operational excellence across Ireland's key sectors.



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We are now seeking a Marketing Executive to help us deliver on this vision.

- Be part of a global network shaping the future of digital trade and trusted data.
- Work on cutting-edge projects in retail, healthcare, and construction.
- Enjoy a hybrid work model, competitive salary, and benefits package.
- Make a real impact on digital transformation and sustainability in Ireland.

**Apply Now:**

Submit your CV and cover letter via <https://www.gs1ie.org/careers>.

**Closing date:** 17 April 2026.