

## Marketing & Engagement Graduate

Irish Cement Limited is seeking applications for the position of a Marketing & Engagement Graduate on a two-year contract based in our Head Office in Drogheda, Co. Louth.

Irish Cement Limited is a fully owned subsidiary of CRH plc and has manufactured cement in Ireland for over 85 years. It operates two cement-manufacturing facilities, one situated in Platin, approximately 5km from Drogheda, Co. Louth and a second in Castlemungret, Co. Limerick. Production uses the most advanced, energy-efficient technology to create a range of high-quality cements to the highest Irish and International standards.

The successful candidate will be a part of the Marketing Team reporting to the Marketing & Communications Manager. We have a range of ongoing and upcoming marketing & engagement initiatives and projects in areas such as brand management, social media and content marketing, employee engagement, product marketing, and public relations.

### Duties & Responsibilities:

- Assist in the creation and management of marketing & online campaigns.
- Engage in the entire content lifecycle: ideation, production, editing, publishing, and promotion.
- Operate a vibrant, engaging and informative company website.
- Support business adherence to the Irish Cement Brand Guidelines.
- Liaise with the HR department on employee engagement initiatives.
- Support in the development of virtual reality and digital training tools.
- Planning and successfully executing customer events and trade shows.
- Merchandise design and purchasing.
- Content creation and running of the Connect app.
- Write and edit presentations and newsletters for both internal and external audiences.
- Data analytics and advertising performance monitoring.
- Maintaining a content marketing calendar.
- Spearhead the creation of diverse media content, from photos, videos and podcasts to infographics and interactive web pieces.
- Maintaining a professional image for the company in all dealings with public and stakeholders.
- Supporting Health & Wellbeing and Inclusion & Diversity initiatives.
- Promote the company's biodiversity initiatives on all platforms.
- Maintaining a 'fresh eyes' approach to potentially imaginative and impactful communication approaches or tools.
- Provide support to the Marketing and HR teams.

The above list is not exhaustive. The successful candidate will be expected to perform duties as necessitated by the changing role and the overall business objectives of the Company, as directed.

The position will offer the successful candidate the opportunity to develop their skills in a highly challenging and rewarding environment, as well as the potential for further career opportunities within the business.

### **Essential Qualifications, Knowledge and Skills Experience:**

The ideal candidate should bring initiative and enthusiasm to the role and have the aptitude to take ownership of projects and drive them through to completion. Along with:

- Third-Level Honours Degree in marketing or relevant discipline. (Minimum 2.1)
- Proficient in Microsoft Suite, including Copilot.
- Excellent attention to detail and command of the English language
- Excellent knowledge of social media platforms.
- Strong communication, collaboration and influencing skills.
- Excellent interpersonal skills.
- A driving licence will be advantageous.

### **Benefits:**

- Competitive Salary
- Pension Scheme with Employer contribution after 6 months
- Share Participation Scheme (Revenue Approved)
- Paid Holidays (22 days)
- Training & Development on the Graduate Development Programme for Leadership and Management
- Mentoring support & Performance Management
- Company phone & laptop
- Employee Assistance Programme
- Bike-to-Work Scheme

### **How to apply:**

Visit [www.irishcement.ie/careers](http://www.irishcement.ie/careers)