



Demand Generation Specialist (Full Time)

Nutritics is looking for a full-time team member to develop and drive our demand generation and digital marketing programs. The Demand Generation Specialist is responsible for using a combination of marketing and sales automation technologies to implement and optimise multi-channel marketing campaigns. The ideal candidate will have proven success in several areas, including: web, SEO, email marketing, content marketing, paid media, social media, and marketing automation.

As the Demand Generation Specialist you will report to our Marketing Manager and receive lots of help and guidance through the induction and onboarding process. Are you keen to be involved in high impact projects which create tangible value for the business? If so this is a great role for you.

YOUR MAIN RESPONSIBILITIES

- Design and execute marketing programs to engage and influence our target markets.
- Participate in monthly internal strategy sessions and help decide how we utilise automation tools, optimise lead generation and create rich contact to attract the right audience
- Support new product release cycles with effective go-to market planning
- Conduct a range of market research activities to better identify target audiences and attract them through compelling content across the appropriate channels, using a variety of tools like AHREFS, Google Analytics, AdWords, Keyword Planner, SEM Rush.
- Utilise analytics to effectively measure performance of programmes and continuously improve

REQUIRED SKILLS AND EXPERIENCE

- Bachelor's degree in Communications, Marketing, or another related field
- 2-3 years of marketing experience, specifically working on digital marketing programs with direct responsibility for program results
- HubSpot and/or Pardot Certification
- Experience managing marketing efforts for multiple clients, or managing multiple marketing projects at one time
- Fluent spoken and written English and strong overall communication skills

MOST IMPORTANTLY

Being a people-focused Company, it's not just about your marketing. We are equally interested in you. Nutritics' core values are real – they are driven by our CEO and are strongly held by everyone working here. These values of Career Fulfilment, Honesty & Integrity, No Ego, Customer First, Excellence, Drive and Personal Commitment allow us to retain and develop excellent staff. We want our team to look forward to coming to work every day and this drives our culture and outlook.

CAREER PROGRESSION OPPORTUNITIES

- Recognition as a key part of the team that continues to deliver significant growth
- Opportunity to learn from working alongside an experienced management team and market leading clients around the world

- Interaction with senior management of international foodservice, elite sport and healthcare businesses

OUR BENEFITS

- 24 days annual leave (33 days including Public Holidays)
- Training & Development Programmes
- Sports and Social Club (with optional local gym membership)
- Summer Hours

WORKING WITH NUTRITICS GIVES YOU

- An excellent remuneration package
- Unparalleled opportunities to a rewarding & diverse career path
- An experienced technical peer group
- Access to on-going training & development

LOCATION & HOURS OF WORK

The candidate can work remotely but must be available during core business hours. We operate a flexi-time policy starting between 7-10:30am (Irish time) each morning and finishing between 3:30-7pm. Core hours of 10:30am-3:30pm facilitate teamwork, meetings and collaboration. The candidate will be expected to work a minimum 37.5 hour week. On occasion evening work may be required to service international markets.