

**Job Title:** Marketing Assistant  
**Location:** Tranzaura HQ in Limerick City  
**Department:** Marketing  
**Reports to:** Head of Marketing



**Job Summary:**

We're looking for a **Marketing Assistant** to assist the marketing team by supporting all the day to day operational requirements to deliver on the company's marketing strategy and execution plan.

**Key Responsibilities:**

- Management of CRM and cleaning data via central CRM and marketing system
- Email marketing to customers and leads
- Managing inbound enquiries via website and data management
- Event administration
- Scheduling meetings and coordinating marketing activities
- Management of printed materials and branded merchandise
- Keeping marketing materials organized
- Managing PO and invoicing for marketing activities
- Market research and competitive analysis

This can be either a full-time or part time hybrid role. The role will be located in Limerick with some flexibility for remote work.

**Qualifications & Experience:**

- Excellent written and verbal communication skills
- Good organisation skills and ability to multi-task
- Sales and marketing skills
- Ability to work independently and remotely
- Bachelor's degree in marketing, communications, or related field
- Experience working in a fast-paced environment

The following skills would be beneficial;

- Experience with digital marketing tactics and tools
- Experience with CRM software
- Strong analytical and problem-solving skills
- Attention to detail and ability to multitask

