

Marketing Executive — Content & Demand Generation

Tranzaura | Limerick / Hybrid | Reporting to: Head of Marketing

About Tranzaura

Tranzaura is a fast-growing fleet intelligence and software management platform helping fleet operators across the UK and Europe run smarter operations. Our platform, FleetNow, gives fleet managers a single pane of glass across their entire operation connecting existing systems and using agentic AI to surface answers the moment they're needed.

We're at an exciting stage of investor-led growth across products, markets, and geographies, and marketing plays a central role in how we win in the market. This is a high-impact role in an ambitious marketing team.

The Role

We're looking for an experienced Marketing Executive with a minimum of 3 years' B2B or SaaS marketing experience to own execution across content, demand generation and email marketing. You'll work directly with the Head of Marketing, who leads strategy, brand, messaging and product marketing. Your job is to make that strategy visible - producing the content, running the campaigns and keeping the engine moving.

This is not a narrow role. You'll cover a lot of ground and you'll need to be comfortable with that. In return you'll get real ownership, direct mentorship and genuine commercial exposure.

Core Activities

- **Content production** - blog posts, white papers, LinkedIn content, email copy and case studies, product feature spotlights. Be involved in production of hero content pieces - researching, drafting, coordinating review and managing approval through to publication.
- **Social media management** - keeping LinkedIn and company channels up to date with content, product news and campaign activity
- **Outbound email marketing** - building and managing persona-segmented nurture campaigns in HubSpot
- **Customer case studies and advocacy** - identifying stories, producing case studies and managing G2 and Capterra review generation
- **Event coordination** - logistics, pre/post content and follow-up across our confirmed event calendar
- **Content calendar management** - planning and maintaining a consistent publishing schedule across all channels
- **Content remixing** - repurposing hero content across formats using AI tools to maximise reach per asset
- **GEO / AEO content** - producing content structured for AI answer engines including ChatGPT, Perplexity and Google AI Overviews
- **Webinar promotion** - end-to-end promotion of webinars including landing pages, email campaigns, social promotion and post-event follow-up

- **Database management** - maintaining and segmenting the HubSpot contact database, ensuring data hygiene, list accuracy and GDPR compliance

Supporting the Head of Marketing On

- Demand generation campaign planning and execution
- Paid media agency briefing, coordination & reporting
- HubSpot workflow builds, lead scoring and lifecycle management
- Campaign landing pages, tracking and performance reporting
- Speaker submissions, thought leadership and PR coordination
- Sales enablement asset production
- Product marketing content development

What We're Looking For

Essential:

- Minimum 3+ years' experience in a B2B or SaaS marketing role
- Strong writing skills - clear, on brand, to deadline with minimal editing required
- Experience across content production and email marketing - not just one of these
- Confident using AI tools to accelerate content production and remix assets across formats
- Self-managing, proactive and comfortable working across multiple projects at once

Desirable:

- HubSpot experience - sequences, workflows, lists and reporting
- Awareness of GEO / AEO and how AI answer engines are changing content strategy
- Familiarity with G2, Capterra or similar review platforms
- Interest in technology, fleet or B2B software

What We Offer

- Real ownership and commercial impact from day one
- Direct mentorship from an experienced Head of Marketing
- Hybrid working
- A role that grows with you as the company scales
- Competitive salary
- Extended benefits package