



Digital Marketing Executive

ProPhotonix Limited, Little Island, Cork, Ireland

The Company:

ProPhotonix is an expert designer and manufacturer of laser and LED systems for OEMs (Original Equipment Manufacturers) across a wide range of applications including machine vision, UV curing, medical equipment, and security applications.

Established in 1951, ProPhotonix is headquartered in Salem, New Hampshire, USA, and has ISO-certified production facilities in Cork, Ireland, and Essex, U.K. At our Cork facility, we design and manufacture LED lighting for a diverse range of applications. At our UK facility, we design and manufacture diode laser modules and systems for applications including inspection, sorting, patient alignment, and industrial. We are an SME looking to grow market share in our key markets.

The Role:

Working at ProPhotonix, you will work across a wide variety of B2B marketing activities in a challenging, technical environment. You will work cross-functionally to develop and implement digital marketing campaigns, promoting new products, content, and events. You will contribute in areas of digital marketing, social media marketing, and analysis in addition to other areas.

The Digital Marketing Executive will be responsible for supporting the Marketing Manager across all elements of digital marketing, driving digital campaigns and marketing automation. In addition, the Digital Marketing Executive will administer the Company's CRM system (Salesforce) and provide support to users.

Digital Marketing Executive Responsibilities:

- Working with the Marketing Manager to develop digital marketing campaign plans.
- Coordinate digital marketing campaign activities, working cross-functionally to ensure all activities are delivered on time.
- Working with the Marketing Manager and subject matter experts on content development and ensuring the impact of content is maximized through email marketing campaigns, blog posts, social media promotion, etc.
- Drafting web content, blog, and social posts
- Maintaining the Company's social media with regular social media posts.
- Designing and implementing email marketing and lead nurturing campaigns using a marketing automation system.
- Day-to-day management of Google Ads
- Reporting on website performance using Google Analytics.
- Ensuring accurate measurement of campaigns and reporting on campaign performance



- Management of the Company's Salesforce instance ensuring adherence to processes, providing training and reporting.

Requirements:

- Degree in Marketing, Business, or related discipline
- 3-5 years experience in B2B digital marketing preferably working with technical products.
- Demonstrable experience in coordinating digital marketing campaigns.
- Experience with CRM and marketing automation platforms (Salesforce and Pardot experience would be a distinct advantage)
- Experience writing web content – webpages, blog posts, etc
- Experience with Google Ads, and Google Analytics
- Ability to work autonomously
- Highly organized with excellent attention to detail & accuracy

Apply with Cover letter and C.V to marketing@prophotonix.com