



Dairygold Co-Op Superstores is a leading supplier of hardware, homewares and farm inputs in the Munster region, providing customers with quality, competitively priced products & unrivalled service.

We are seeking to hire an experienced professional for the fixed term position of:

**MARKETING EXECUTIVE
MALLOW – AGRI DIVISION**

Based in Mallow and reporting to the Head of Retail the Marketing Executive will work closely with both the Head of Retail and the Buying Team to ensure successful execution of marketing campaigns in line with the marketing plan and budget in order to drive sales. The Marketing Executive will liaise directly with both internal and external bodies on all associated aspects of the role. This is a fixed term contract for the purpose of covering maternity leave.

Core responsibilities for this role include:

- Manage the roll out of marketing campaigns and new marketing initiatives as per the marketing plan.
- Communicating all marketing programmes internally to other departments and retail stores and externally to potential customers.
- Liaising with design and print agencies relating to the design, production and deployment of marketing material.
- Supporting the development and maintaining of customer databases.
- Manage the company website including E- Marketing Campaigns.
- Explore and develop new media opportunities to raise brand awareness.
- Ensure copy brand guidelines are reflected in all communication.
- Support in PR and Event Management.
- Manage and co-ordinate marketing portfolio of point-of-sale material for retail stores.

Candidates for this position should:

- Possess third level qualification in a business or marketing discipline.
- Have minimum 3-5 years role related competence within the Agri / Hardware Sector.
- Have Commercial awareness with a thorough understanding of modern progressive customer service concepts.
- Be proficient in MS Office Suite – Word, Excel, PowerPoint & Outlook.
- Have knowledge of software including Oracle, CORE and other ERP systems are an advantage.
- Have excellent communication, interpersonal and organisation skills.
- Have proven ability to build relationships with both internal and external bodies.
- Be a self – starter with a positive can do attitude.

This is an excellent opportunity for the successful candidate. All interested applicants should apply in writing with Curriculum Vitae to Fiona Moore, HR Department, Agri Division, West End, Mallow, Co. Cork (fmoore@dairygold.ie) no later than close of business on **Monday 20th February 2012**. Ref: AGD –ME. A full role profile is available upon request.

Dairygold Co-Operative Society Limited is an equal opportunities employer.
Dairygold Co-operative Society Limited HR Department

