

# Marketing Specialist

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| <b>Date:</b>                          | 13 <sup>th</sup> March 2019  |
| <b>Location:</b>                      | Bloom House, Gloucester Square, Dublin 1   |
| <b>The Role:</b>                      | Marketing Specialist, reporting to the manager responsible for the Marketing function  |
| <b>Job Function Keywords:</b>         | Marketing Support - Event Management - Sales Support   |
| <b>Employment Type:</b>               | Full Time & Permanent  |
| <b>Company Industry:</b>              | Financial Services – Sales & Marketing   |
| <b>Company Description:</b>           | First Citizen Finance (“First Citizen”) is a leading provider of Retail Financial Services in Ireland, based in Dublin with nationwide coverage. First Citizen specialises in full life cycle loan origination and servicing to some of Ireland’s and Europe’s largest financial institutions.   |
| <b>Job Description:</b>               | This is an exciting opportunity for an ambitious individual to join a progressive Irish financial services organisation, working within the marketing function of the business. This marketing role provides an opportunity for someone who wishes to develop a career in marketing. The successful applicant will take ownership of key marketing tasks across all departments and levels of the organisation, supported by relevant management personnel. The ideal candidate must have a keen interest and ability to support effective brand development. The individual should be a team player with strong business acumen and have the ability to work on multiple tasks and effectively communicate with management in respect of their responsibilities. For this role, the individual must be comfortable with creating MS PowerPoint presentations, have a good eye for design and great attention to detail. |
| <b>Responsibilities:</b>              | These include – <ul style="list-style-type: none"><li>• Support in the planning and implementation of an annual marketing plan</li><li>• Organisation and support of all promotional activities</li><li>• Organising and attending external events nationwide</li><li>• Preparing and maintaining promotional materials</li><li>• Preparation of sales presentations</li><li>• Supporting ongoing marketing campaigns through a number of communication channels including e-zine, Facebook, Twitter, LinkedIn, etc.</li><li>• Providing support for the research of new market opportunities</li><li>• Maintaining comprehensive records and analysis on all marketing activity</li><li>• Other associated projects and duties as may arise from time to time</li></ul>   |
| <b>Job Skills &amp; Requirements:</b> | The ideal candidate will possess the following skills and knowledge – <ul style="list-style-type: none"><li>• A third level marketing qualification</li><li>• Excellent Microsoft Office skills</li><li>• At least 2 years administrative experience in a marketing support role</li><li>• Excellent time management and planning skills</li><li>• Be able to work under pressure to strict deadlines in a changing environment</li><li>• Strong interpersonal and communication skills with the ability to interact effectively</li><li>• Capacity to work on his / her own initiative</li></ul>  |

A competitive remuneration and benefits package will be offered to the successful candidate. Please contact Mr. Michael Conlon, Head of HR, First Citizen Finance, Gloucester Square, Dublin 1.

**Email:** [michael.conlon@firstcitizen.ie](mailto:michael.conlon@firstcitizen.ie)

**Closing Date for Applications:** Friday, 5<sup>th</sup> April 2019

Any applicant applying for this position must familiarise themselves with our data protection policies prior to submitting any personal data to us. Full information on our data protection policies and how we use your data can be found in our privacy policy located at [www.firstcitizen.ie/privacy-policy.php](http://www.firstcitizen.ie/privacy-policy.php)