



Repak

Repak represents over 3,500 Members across Ireland, operating under licence from the Department of Climate, Energy and Environment. We play a central role in the packaging chain in Ireland and ensures that packaging is collected and recycled in a smart and efficient manner. In doing so, we preserve valuable resources and minimise the environmental impact of packaging.

The Marketing & Communications team will deliver strategic and innovative communications activities which effectively contribute to the achievement of Repak Marketing objectives and our wider business strategy. This will encompass corporate communications, programme-related messaging, and consumer awareness campaigns.

Post overview

Applicants are invited to apply for the position of Senior Marketing Manager to help further Repak's objectives, by creating and delivering a comprehensive Marketing & Communications plan.

This is a highly collaborative and varied role, working on B2B and B2C campaigns, supporting activities which effectively contribute to the achievement of the business objectives.

The Role

- Develop and deliver the Repak Marketing & Comms strategy, aligned to business objectives.
- Manage and track campaign budgets, ensuring alignment with overall Marketing & Comms plan and cost-effective execution of initiatives
- Develop and implement comprehensive Member engagement strategies aligned with the company's marketing objectives
- Produce engaging and relevant content for various marketing channels, including collaboration with digital team on content videos, social media updates, website etc
- Work closely with the wider team to ensure cohesive communication and enhance campaign impact and visibility
- Define and implement metrics to evaluate the success of campaigns, optimising strategies based on insights.
- Analyse market trends, customer insights, and competitive intelligence to identify opportunities for growth
- Deliver marketing support for flagship events, such as trade shows and awards ceremonies
- Ensure consistency of brand messaging across all marketing materials/documentation and alignment with brand guidelines and tone of voice
- Manage external agencies as required.

Required Skills and Experience:

- At least 7 years' experience in a marketing role, ideally in a Member focused organisation or similar industry.
- A degree (minimum NFQ Level 7 or equivalent) in Marketing, Business, or a related field.
- Strong interpersonal skills with experience working in multidisciplinary teams and managing stakeholder relationships
- Exceptional communication skills, both written and oral, with the ability to represent the organisation in public forums
- Ability to work on own initiative and manage milestones
- Excellent computing and IT Skills

Please submit your CV with covering note to careers@repak.ie. Closing date for submission of CVs is Friday, 29 August.