



Role: Marketing & Communications Manager

Required by: ASAP

Location: Loughrea, Co. Galway, Ireland

Duration: Permanent following 6-month probationary period or extension thereof

Salary: Competitive

Glan Agua is an award-winning and innovative contractor providing project solutions for the water and wastewater industry including design, construction, commissioning, operation and maintenance. Glan Agua We are part of the BHSL Group. The BHSL Group offers turnkey solutions in the environmental, waste and energy sectors. This role will involve marketing for the group.

At Glan Agua, we believe that people are the core of the business. We know that to build successful creative teams we need a diverse workforce that can deliver new innovative ways of thinking. We provide an environment where you will have the freedom to develop and grow to your full potential.

**The Role:**

The Marketing and Communications Manager is responsible for the development and supervision of all marketing and communications strategies for the company.

**Responsibilities:**

- Oversee the development of brand collateral to developing internal and external communications and marketing strategies.
- Manage the Marketing & Communications budget and ensure programme milestones related to marketing & communications are achieved on time and within budget.
- Determine strategic communications campaigns that will help further organizational goals.
- Keep up to date with current digital trends and marketing technology. Monitor, evaluate, and report on similar industry activities; make recommendations based on findings/opportunities discovered.
- Coordinate marketing reports for various business stakeholders, delivering analytics and insights on campaign performance to support strategic metrics and make recommendations for optimisation and improvements.
- Develop campaigns that cover the full mix of communications and marketing tools and drive action from all required to make a campaign a success.
- Work closely with relevant departments to market the products and services of the BHSL Group.
- Create and organise marketing content for events, tradeshow, advertisements, and other appropriate marketing collateral.
- Attendance of events as a Marketing Representative for the group.
- Manage the Group's websites, add career updates and company news.
- Manage the Group's quarterly newsletter.

**Criteria:**

- Completed or undergoing bachelor's degree in relevant field - Business, Marketing, Digital Marketing.
- 5+ years of experience of delivering successful marketing and communications campaigns, with demonstrable digital proficiency.
- Knowledge of digital marketing trends and tools; ability to bring in innovative ideas and best practices, with an emphasis on integrated marketing.
- Excellent understanding and familiarity with brand building and brand management.
- Excellent written and verbal communication skills in order to communicate with media outlets and other third parties.
- Strong stakeholder management skills, experience reporting into stakeholders at all levels of seniority.
- Excellent organisational skills, ability to multitask, manage competing demands and work effectively to deadlines.