



## Marketing Executive

**Type:** Full-time, Hybrid.

**Location:** Cork, Ireland.

Exaktera is a global leader in photonics technologies, specializing in industrial manufacturing, machine vision and life sciences. Operating a portfolio of leading brands, Exaktera is dedicated to empowering customer success through the power of light.

In this dynamic marketing position, you will have the unique opportunity to contribute to the growth of the Exaktera brand and the two product brands of Advanced Illumination and ProPhotonix. Reporting to two product brand Marketing Managers (one solid line, one dotted line) and collaborating with the Exaktera marketing team, your role will involve managing brand-specific initiatives while ensuring alignment with Exaktera's messaging and values.

We are seeking a detail-oriented and proactive Marketing Executive who will be responsible for implementing, optimizing, and analysing digital campaigns across multiple platforms, including marketing automation, social media, and the websites. The successful candidate will also be responsible for managing and maintaining social media communications for Exaktera, ProPhotonix and Advanced Illumination. The role will provide an opportunity to work across both strategic and marketing communications projects with a mix of digital as well as more traditional channels.

### Primary Duties and Responsibilities:

- Designing and implementing email marketing campaigns using Pardot.
- Planning and executing social media campaigns including regular blog & social media posts to promote product launches, events, and other initiatives.
- Create, curate and publish high-quality, engaging content that resonates with our target audience – in partnership with our Content Editor/Technical Content Specialist.
- Monitor and report on key metrics (open rates, click-through rates, etc.) and recommend data-driven adjustments to improve campaign performance.
- Work with the marketing team to segment audiences based on demographics, behaviour, and engagement data to ensure content is sent to the right recipients at the right time.
- Create, curate and publish high-quality, engaging content that resonates with our target audience – in partnership with our Content Editor/Technical Content Specialist.
- Conducting the Company's Customer Satisfaction Survey, analysing and presenting results.

## Skills and Qualifications

- 3-5 years of experience in B2B digital marketing.
- Experience with CRM and marketing automation platforms. Experience with Salesforce and Pardot would be a distinct advantage.
- Proficiency with photography, in content creation tools and video editing software desirable.
- Ability to analyse and interpret data to optimize campaigns.
- Strong organizational skills with the ability to manage multiple email campaigns simultaneously, ensuring deadlines are met and quality is maintained.
- Ability to work independently and collaboratively with cross-functional teams.
- Experience in marketing a technical product would be an advantage.
- Highly organized with excellent attention to detail & accuracy.

Email applications with **Cover letter and C.V** to Jennifer Young, HR Manager at [jyoung@prophotonix.com](mailto:jyoung@prophotonix.com)