

Marketing

MARKETING	Dublin €	Regional €
Marketing VP – Director	100,000 - 150,000	80,000 - 130,000
Marketing Manager	55,000 - 85,000	50,000 - 75,000
Marketing Executive (5+ years' exp.)	40,000 - 55,000	30,000 - 50,000
Marketing Executive (1-5 years' exp.)	28,000 - 35,000	25,000 - 35,000
Marketing Analyst (2-3 years' exp.)	35,000 - 55,000	30,000 - 38,000
Senior Brand Manager (5+ years' exp.)	55,000 - 75,000	50,000 - 65,000
Brand Manager (1-5 years' exp.)	30,000 - 60,000	30,000 - 55,000
Activation / Trade Marketing Manager	40,000 - 60,000	30,000 - 55,000
Channel Marketing Manager	40,000 - 60,000	35,000 - 55,000
Customer Marketing Manager	40,000 - 60,000	35,000 - 55,000
Marketing / Brand Innovation Manager	40,000 - 65,000	40,000 - 60,000
Insights Manager	45,000 - 70,000	45,000 - 65,000
Acquisition Manager (3-5 years' exp.)	40,000 - 55,000	35,000 - 45,000
Senior Product Manager (5+ years' exp.)	50,000 - 80,000	45,000 - 70,000
Product Manager (1-5 years' exp.)	40,000 - 50,000	30,000 - 40,000
Senior Category Manager (5+ years' exp.)	50,000 - 75,000	50,000 - 65,000
Category Manager (1-5 years' exp.)	40,000 - 55,000	40,000 - 50,000
Category Executive	35,000 - 45,000	28,000 - 40,000

ONLINE /DIGITAL MARKETING	Dublin €	Regional €
Online / Digital Marketing Manager	45,000 - 75,000	45,000 - 60,000
Online / Digital Marketing Executive	30,000 - 45,000	30,000 - 45,000
e-Commerce Manager	50,000 - 80,000	50,000 - 70,000
Digital Content Manager	45,000 - 65,000	40,000 - 60,000
Digital Content Strategist	45,000 - 55,000	35,000 - 45,000
Community Manager	45,000 - 65,000	40,000 - 60,000
Social Media Manager	45,000 - 65,000	40,000 - 60,000
Social Media Executive	30,000 - 40,000	25,000 - 30,000
SEO Specialist	35,000 - 55,000	35,000 - 50,000
PPC Specialist	35,000 - 55,000	35,000 - 50,000

SPECIALIST AREAS	Dublin €	Regional €
PR / Communications Manager	50,000 - 65,000	50,000 - 65,000
PR / Communications Executive	35,000 - 45,000	30,000 - 45,000
Marketing & Campaign Manager	40,000 - 55,000	35,000 - 55,000
Public Affairs Consultant	55,000 - 75,000	45,000 - 70,000
Media Advisor / Specialist	50,000 - 70,000	45,000 - 55,000
Events Manager	40,000 - 65,000	40,000 - 55,000
Events Executive	28,000 - 35,000	25,000 - 30,000
Sponsorship Manager	45,000 - 65,000	45,000 - 60,000
Sponsorship Executive	25,000 - 35,000	25,000 - 35,000
Fundraising Manager	40,000 - 55,000	40,000 - 50,000
Fundraising Executive	25,000 - 35,000	25,000 - 35,000
Bid Manager	50,000 - 80,000	45,000 - 75,000
Bid Executive	30,000 - 45,000	28,000 - 35,000
Internal Communications Manager	50,000 - 75,000	50,000 - 65,000
Internal Communications Executive	35,000 - 45,000	30,000 - 40,000

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