Murdock Builders Merchants is a family-owned business with 18 locations across Northern Ireland and the Greater Dublin region. With over 400 employees we are recognised as a leading Company in our industry and supply general and specialist building materials, timber, and hardware to the construction trade, the DIY sector and the general public. We value both our customers and our employees and our business is built on offering consistently excellent customer service by well-trained and knowledgeable staff. We have also acquired Brooks Timber and Building Supplies in South of Ireland who have 10 branches located throughout Southern Ireland. We are currently looking to recruit a Group Marketing Manager to join our growing team. The postholder will be based in Newry and Dublin and expected to travel throughout Ireland.

Group Marketing Manager

Newry and Dublin

Job Summary

The Group Marketing Manager is responsible for managing and delivering marketing activity across the Murdock Group, including Murdock Builders Merchants, Brooks Timber & Building Supplies, Cranwood Group and Dublin Plywood & Veneer (DPV).

Working closely with the Group Marketing Director, the role will oversee the day-to-day running of the marketing function, lead the marketing team and ensure campaigns and brand initiatives are delivered effectively, on time and within budget.

The successful candidate will lead the delivery of multi-channel marketing campaigns, oversee brand communications, support branch-level marketing activity and manage external relationships, contributing to the Group's wider commercial and growth objectives.

The role will involve regular travel to branch locations throughout Ireland.

Key Responsibilities

1. **Marketing Management & Team Leadership**

- Manage the day-to-day running and priorities of the Group Marketing team.
- Allocate workloads, manage deadlines and oversee project delivery.
- Support, motivate and develop marketing team members.
- Work with the Group Marketing Director to implement marketing plans and priorities.

2. **Campaign Management & Brand Development**

- Plan and deliver integrated marketing campaigns across all Group brands.
- Manage promotional calendars across digital, social media, email, print and traditional channels.
- Ensure brand consistency while maintaining the individual identity of each business.

- Oversee the development of marketing materials, content and brand communications.
- Monitor campaign delivery to ensure activity is completed on time and within budget.

3. Branch Marketing & Events

- Work with branch managers to identify local marketing opportunities and promotional requirements.
- Coordinate branch marketing materials, signage and point-of-sale activity.
- Plan and deliver customer events, branch launches and promotional activities.
- Ensure branch marketing supports wider Group campaigns and commercial objectives.

4. Digital & Website Collaboration

- Work closely with the Digital & Ecommerce Manager on website content, promotional activity and digital campaigns.
- Coordinate marketing content, product promotions and campaign requirements for Group websites.
- Ensure marketing campaigns are aligned across digital and traditional channels.
- Collaborate on website launches, updates and ongoing development.

5. Supplier & Agency Management

- Manage relationships with external consultants and freelance suppliers.
- Coordinate joint supplier promotional campaigns.
- Brief external partners, manage deliverables and ensure quality.

6. Budget Management & Reporting

- Manage allocated marketing budgets and monitor expenditure.
- Track campaign performance against agreed objectives and KPIs.
- Prepare regular marketing updates and performance reports for the Group Marketing Director.
- Identify opportunities to improve campaign effectiveness and marketing ROI.

Qualifications & Experience

- Degree or relevant qualification in Marketing or a related discipline.
- Minimum 5 years' marketing experience, ideally within a multi-brand or multi-site business.
- Previous experience managing a marketing team.
- Proven experience delivering multi-channel marketing campaigns.
- Experience managing marketing budgets and external agency relationships.
- Good understanding of brand management, content development and digital marketing.
- Experience coordinating promotional activity and events.
- Proficient in Microsoft Office and marketing reporting / analytics tools.

Key Skills & Attributes

- Strong leadership, organisational and project management skills.
- Excellent written and verbal communication skills.
- Commercially aware with a results-driven approach.
- Creative thinking and strong attention to detail.
- Ability to manage multiple projects and competing priorities

Closing date: Monday 7th December 2026

To apply please:
Email CV to: MRice@mbm.ie or

Download application form from www.murdockbuildersmerchants.com

Murdock Builders Merchants is an Equal Opportunities Employer and welcomes applications from all sections of the Community