



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 recently acquired Brooks Timber and Building Supplies in South of Ireland who have 9 branches located throughout Southern Ireland. We are currently looking to recruit a Group Marketing Manager to join a growing team.

**Job Title:** Group Marketing Manager

**Reports To:** Group Head of Marketing

**Location:** Newry and Dublin

**Department:** Marketing

**Employment Type:** Full-Time

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## Job Summary

As the Group Marketing Manager, you will be the driving force behind our marketing operations, working closely with the Group Head of Marketing to bring high-impact initiatives to life across all our brands. This role offers the chance to shape multi-channel campaigns, elevate our brand presence, and support branch-level marketing to boost customer engagement and business growth. Your efforts will directly contribute to building a cohesive brand experience that resonates across every touchpoint. The role will involve travel to our branch network throughout the Island of Ireland.

## Key Responsibilities

### 1. Project Management & Coordination

- Lead the project management of all marketing initiatives, ensuring projects are well-organised, timely, and aligned with the Group's strategic goals.
- Act as a primary coordinator, overseeing timelines, deliverables, and budgets to maintain efficiency and effectiveness in marketing operations.
- Facilitate communication across departments to ensure the Group Head of Marketing can focus on high-level strategic direction while maintaining confidence that day-to-day functions are running smoothly.

### 2. Branch-Level Marketing Support

- Develop tailored promotional and marketing materials to meet branch-level needs and enhance in-store marketing efforts.
- Collaborate with branch managers to identify local marketing opportunities and optimise customer engagement strategies within each branch.

### 3. Campaign Management & PPC

- Oversee the implementation of marketing strategies, including PPC campaigns, social media, email marketing, and content initiatives.
- Manage cross-channel campaigns to maximise conversions, support growth objectives, and strengthen brand presence across digital platforms.

### 4. Event Planning and Execution

- Plan, organise, and execute promotional events, ensuring alignment with brand guidelines and strategic marketing objectives.
- Collaborate with event coordinators, branch teams, and external vendors to execute events that reinforce brand awareness and customer loyalty.

### 5. Analytics & Reporting

- Track and analyse campaign performance, generating reports that provide actionable insights to inform marketing strategies.
- Use analytics to assess the effectiveness of campaigns, optimising based on data to enhance future marketing efforts and support overall business goals.

### 6. Supplier Partnerships Implementation

- Maintain and implement supplier marketing agreements, collaborating with suppliers to create engaging joint marketing campaigns that support mutual objectives.
- Build and nurture relationships with suppliers to leverage co-marketing opportunities that add value to the brand and enhance customer experiences.

### 7. Content Strategy & Review

- Oversee content strategy and approval processes, ensuring that all messaging aligns with brand standards and meets marketing objectives.
- Ensure consistency and quality in brand messaging across all platforms, from digital and print to in-store displays.

### 8. Website Optimisation

- Collaborate with Digital Marketing Executives to improve website content, user experience (UX), and conversion rates.
- Drive the optimisation of website features, working closely with the digital team to ensure alignment with SEO best practices and user engagement goals.

#### Criteria:

- **Education:** Qualification in Marketing or a related field.
- **Experience:** Over 5 years of experience in marketing, demonstrating strong skills in team leadership, project management, and digital marketing strategies.

## Skills:

- **Leadership and Team Development:** Ability to lead and inspire a marketing team, fostering a collaborative and supportive environment.
- **Project Management and Organisation:** Excellent at managing multiple projects across brands, ensuring all initiatives are strategically aligned, timely, and within budget.
- **Creative and Strategic Thinking:** Highly innovative with a strategic mind-set.
- **Adaptability:** Able to pivot in a fast-paced environment, adapting quickly to evolving priorities to ensure that marketing efforts remain impactful and relevant.
- **Multi-Brand Management:** Ability to manage marketing for multiple brands simultaneously, preserving each brand's unique identity while aligning with Group-wide strategies.
- **Effective Communication and Collaboration:** Strong communicator, able to convey ideas clearly, engage stakeholders, and foster strong cross-functional relationships within and outside the team.
- **Data-Driven Decision Making:** Proficient in using analytics to guide marketing strategies, set KPIs, and make evidence-based adjustments that improve performance.
- **Digital Marketing Expertise:** Comprehensive knowledge of digital marketing channels including PPC, SEO, social media, and content strategies, with hands-on experience in optimising campaigns.
- **Attention to Detail:** Meticulous in maintaining consistency, brand standards, and high-quality output across all marketing materials and campaigns.
- **Tech-Savvy:** Proficient in leveraging technology to streamline processes and improve campaign outcomes.

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## Why Join Us?

This role provides an exciting opportunity for a talented marketing professional to lead impactful initiatives within a dynamic team. As Group Marketing Manager, you'll be at the centre of our growth strategy, working with diverse brands, overseeing strategic campaigns, and shaping our brand presence across branches. This position offers the chance to develop your leadership skills, contribute to key company objectives, and grow within a collaborative environment.

**Closing date: Friday 7<sup>th</sup> March 2025**

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

**Download application form from [www.murdockbuildersmerchants.com](http://www.murdockbuildersmerchants.com)**

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