



Job Description

**Marketing Executive**  
**(Maternity Leave Cover)**

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## Mobacar

Mobacar is an intelligent car mobility company with offices in Kerry and Dublin. We are fundamentally changing the relationship between cars and people. We have operated in the global travel mobility space for a number of years radically improving the car rental and airport transfer experience for customers. We strive on creativity and the successful growth and development of our team. Our technology, our team and our products are gaining global acclaim for our innovation and approach. Every new team member is carefully selected to ensure not only that Mobacar will continue to disrupt the global travel mobility industry but that each new team member has a clear path to grow and develop.

## Position

Marketing Executive (Maternity leave cover). This position is based on a fixed term contract in Killarney, Co. Kerry. You will report directly to the CEO.

## Job Description

As the successful Marketing Executive you will report to the CEO and will be responsible for planning, developing and executing all marketing activities of the business to increase brand awareness, lead generation, support sales and grow revenue streams. You will provide day-to-day high-level confidential administrative support functions to the CEO.

## The responsibilities include:

- Carry out market research and gather insights for strategic planning & developments
- Collate key market trends, disruptors, potential collaborations and opportunities in the industry and share with wider C-level team
- Track competitor activities, products and developments as well as their positioning within the market
- Develop customer awareness, marketing action plans and activities to increase Mobacars profile within strategic market sectors
- Prepare, implement and execution of marketing strategy to drive performance of Mobacar brand and increase exposure of Mobacars products and/or services within the market
- Creation of presentation packs and proposals to assist and support sales
- Organise and assisting in preparation for client meetings, events or other engagements as required by CEO
- Evaluating and reporting on marketing campaign activity
- Liaising with third parties including external creative agencies, designers, printers, trade publications and PR agencies
- Ad hoc duties as assigned by the CEO

## Experience and Background

- 3 - 5 years' experience in marketing in the technology sector
- 3<sup>rd</sup> level qualification in Marketing or related
- Background in car rental or the car mobility sector a distinct advantage
- Ability to handle confidential information and issues effectively and without breach of confidentiality
- Excellent written and verbal communication skills
- Excellent organisational skills and multi-tasking ability
- Adaptable, resilient and ability to change priorities and work in a dynamic business

**Contact:** Send your CV to [careers@mobacar.com](mailto:careers@mobacar.com)