

Join Our Team: Part-Time Marketing Specialist

Location: Dublin 18

Onsite: 20-24 hours per week, to include some weekend working

About Explorium

Explorium is Ireland's first immersive experience centre—110,000 sq ft of interactive discovery in Dublin. With over 250 hands-on activities, we spark curiosity through science, sport, and imagination for families, schools, and curious minds of all ages. Now, we're looking for a strategic and creative **Marketing Specialist** to help elevate our brand and grow our audience.

The Role

As our **Marketing Specialist**, you'll be instrumental in shaping Explorium's brand identity and driving awareness across key markets. You'll lead the development and execution of marketing strategies that build brand recognition, support sales growth, and position Explorium as a must-visit destination. Working closely with the Social Media Coordinator and Sales & Events team, you'll help craft compelling campaigns and experiences that connect with our audiences and deliver measurable results.

Key Responsibilities

- **Brand Strategy:** Support the development and execution of brand-building initiatives that strengthen Explorium's market position and customer perception.
- **Campaign Planning:** Design and implement integrated marketing campaigns across digital, print, radio, and experiential channels to drive awareness and footfall.
- **Sales Enablement:** Collaborate with the Sales & Events team to create marketing materials and promotions that support lead generation and conversion.
- **Content Development:** Create engaging content that reflects our brand voice and values—across social media, email, website, and advertising.
- **Event Activation:** Plan and manage promotional events, exhibitions, and brand activations that enhance visibility and engagement.
- **Market Research:** Analyse customer behaviour, competitor activity, and industry trends to inform strategy and identify growth opportunities.

- **Digital Performance:** Monitor and report on campaign performance using analytics tools to optimise reach, engagement, and ROI.
 - **Brand Assets:** Produce and maintain high-quality marketing collateral including brochures, flyers, presentations, and press ads.
 - **Cross-Functional Collaboration:** Work with internal teams to ensure brand consistency and alignment across all touchpoints.
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Who You Are

- A strategic marketer with **3–5 years’ experience** in brand development, campaign execution, and sales-focused marketing—ideally in a fast-paced or visitor-focused environment.
 - Holder of a relevant **third-level qualification**.
 - Proficient in tools such as **Google Analytics, Hootsuite, Mailchimp, and Adobe Suite**.
 - Skilled in **graphic design, email marketing, video production, or web design** (a plus).
 - A confident communicator with a sharp eye for detail and a passion for storytelling.
 - Familiar with Ireland’s media landscape and consumer behaviour.
 - Energetic, organised, and results-driven, with the ability to manage multiple projects and deadlines.
 - Fluent in business English and legally permitted to work part-time in Ireland.
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Why Join Us?

At Explorium, you’ll help shape a brand that’s redefining how people learn, play, and connect. This is a unique opportunity to contribute to a bold and imaginative vision, working with a passionate team to build awareness, drive growth, and make a lasting impact.