



**Drogheda Credit Union Ltd.**  
Clarke House, Laurence Street, Drogheda, Co Louth

**Applications are invited for the position of**

## **Digital & Marketing Executive – Drogheda Credit Union**

Drogheda Credit Union is a leading community focused financial institution, committed to providing exceptional service and innovative financial solutions. With a strong presence across five branches in Drogheda, East Meath, Dunleer and Trim, we are dedicated to supporting our members and local communities.

### **Job Purpose / Primary Objective**

The Digital & Marketing Executive will play a key role in supporting the Marketing Department to deliver effective and engaging campaigns that enhance Drogheda Credit Union's brand visibility, member engagement, and community impact.

This role offers an exciting opportunity for a motivated individual to gain hands on experience across digital marketing, event coordination, communications, and member engagement, contributing to the continued growth and success of Drogheda Credit Union.

### **Key Responsibilities**

#### **Social Media & Digital Content (Video Focus)**

- Drive our social media presence across Facebook, Instagram, TikTok, and LinkedIn with creative, engaging content that captures our brand voice.
- Bring ideas to life through video — plan, film, and edit compelling stories that connect with our members and grow our online community.
- Support eye-catching digital campaigns across email, SMS, and paid ads, helping to boost engagement and results.
- Keep our website and digital screens fresh and on-brand, while tracking performance to help shape future content.

#### **Events & Community Engagement**

- Support the planning, coordination, and promotion of community events, sponsorships, and local initiatives across Drogheda Credit Union's common bond.
- Assist with event logistics and promotional activities to ensure smooth, high quality delivery.
- Represent Drogheda Credit Union at events and community functions, maintaining a professional and engaging presence at all times.



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**General Marketing Support**

- Support the Marketing Department through research, administration, and coordination with designers, printers, and local media.
- Assist in developing and delivering communication pieces, marketing strategies, and promotional materials.
- Maintain and update marketing and promotional displays across all office locations.

**Required Skills & Qualifications**

- Third-level qualification in Marketing, Communications, Digital Media, or a related field (or equivalent experience).
- Proven experience working with video content
- 3+ years' experience in a marketing, communications, or digital content role (placement or internship experience considered).
- Strong digital literacy — familiarity with social media platforms, Canva/Adobe Suite, and website CMS (WordPress or similar).
- Excellent writing, editing, and proofing skills with strong attention to detail.
- Experience in managing a department budget an advantage.
- Ability to multitask and manage priorities in a busy environment.
- Enthusiastic team player with a proactive attitude and willingness to learn.

**Benefits Include**

- Employer pension contributions.
- 23 days annual leave increasing with service.
- Paid family leave.
- Professional development opportunities.
- Wellbeing supports including online GP access.
- Positive, community focused workplace.

Interested candidates should send a CV by email to Sarah Lynch at [recruitment@droghedacu.ie](mailto:recruitment@droghedacu.ie)

**Closing date for receipt of applications is Wednesday, 19th November 2025.**

Click link to access the credit union recruitment privacy notice: <https://www.droghedacu.ie/careers>

*Drogheda Credit Union is an Equal Opportunities Employer*