



## *Fallon & Byrne Marketing Manager*

Fallon & Byrne is Dublin's premier food destination and home to our bustling Food Hall, Wine Cellar, Dining Room and Ballroom. Fallon & Byrne is renowned for its dedication to quality, exceptional customer experiences and building community through food. With over 160 employees, we are committed to fostering a supportive and vibrant workplace culture that reflects our values of excellence, empathy, innovation, integrity and authenticity.

We are seeking an experienced and dynamic Marketing Manager. Forming a critical part of Fallon & Byrne's brand vision, you will report directly to the Managing Director and form part of the Strategic Leadership Team. You will be responsible for developing and executing strategic marketing plans to drive brand awareness, customer engagement and sales growth within Fallon & Byrne, with an emphasis on delivering results during key trading periods.

This role requires a creative thinker with a strong understanding of the luxury food and beverage market, exceptional communication skills and a proven track record in digital and traditional marketing. You will lead the marketing team and ensure that wider teams are aligned on briefs and campaigns.

### **Responsibilities**

- Develop and implement the marketing and PR strategy for the overall Fallon & Byrne brand and for each of our business units (The Food Hall, The Wine Cellar, The Dining Room, Events, Catering and E-Commerce) in agreement with the Managing Director
- Day to Day management of the digital content executive (in-house) and third-party agencies
- Develop a marketing and sales calendar which puts the Fallon & Byrne customer, and potential customers, at its centre
- An ability to manage omnichannel campaigns for multiple business units at one time.
- Manage all digital ad campaigns to ensure we are continuously achieving minimal CPA and high ROI. Including, but not limited to, PPC, YouTube, Instagram, Facebook, Tik Tok and LinkedIn
- Analyse and track campaign and channel performance, build reporting dashboards, and recommend opportunities to improve existing campaigns or generate new learnings for the business
- Regularly review marketing plan, response rates/KPIs, audience demographics, and industry best practices to ensure marketing efforts are effective and successful, making recommendations and adjustments as appropriate
- Work with the sales team to create campaigns focused on new client growth and increased client retention. This includes messaging to drive revenue across all products, including e-commerce, catering and B2B dining.
- Develop and manage a social media strategy with the digital team and sales team maximising our use of all available social media channels and developing the brand in newer channels (e.g. Tik Tok)

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### Responsibilities

- Manage the design of all marketing collateral
- Work with our external PR agency to maintain the integrity of the brand and to develop our brand recognition outside of our current space, targeting new demographics to the brand
- Ensure that all external messaging and internal branding and messages are in-line with the organisation's voice
- Continually research, review and share changes to the market/business landscape, consumer trends and competitor activity and adjust marketing plans according to movements
- Manage marketing budgets, purchase orders, and liaise with Finance on reporting requirements
- Present reports and figures to the Managing Director and other key stakeholders in the business at weekly meetings and other scheduled meetings
- As well as other duties which may be assigned from time to time

### The Person

- At least 5 years of marketing experience with at least 2 years in a senior role, ideally within the retail and/or hospitality sectors
- Technical understanding of Google Analytics, SEM, and social media platforms, including Facebook, Instagram, Twitter, TikTok, YouTube, etc
- Experience with strategy development in the retail, hospitality and e-commerce spaces
- Experience with Mailchimp or similar platforms
- Commercially aware and a critical thinker with excellent numerical and analytical skills
- Naturally organised with the ability to plan, manage and action multiple projects and be deadline-driven and confident with making quick and clear decisions.
- Ability to meet targets and take responsibility for their own performance. Experienced in measuring the delivery of marketing plans against personal, business and customer KPIs
- You're passionate about what you do and bring your authentic self to work everyday
- You're innovative in your approach to your role and not afraid to think outside the box
- You're an empathetic leader, with the ability to inspire others
- You combine analytical and methodical thinking with high attention to detail and a solution-focused approach
- You have a high standard of integrity, with sound judgement and a commitment to excellence
- You are an excellent relationship builder and focus on building trust and representing Fallon & Byrne

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## Working with Fallon & Byrne

At Fallon & Byrne we are committed to surpassing our customers' expectations. By joining our team, you will be part of a supportive and inspiring environment designed to help you achieve your best work. We offer abundant opportunities and the support needed to build an exceptional career across our diverse business specialisms.

## What we offer:

In return for your dedication, you will receive an excellent benefits package, including;

- Salary between €55,000-€60,000 per annum
- The opportunity to work with a growing organisation with a growth mindset and a strong, dynamic leadership team
- The ability to move and grow within the business as it grows
- Opportunities for professional development
- A fun working environment with a great team around you
- Wellness programme
- Generous discounts on purchases in The Dining Room, Wine Cellar and Food Hall
- Subsidised meals on shift
- Company events and social gatherings

At Fallon & Byrne is an equal opportunities employer. We believe that the values of our people set us apart. We celebrate diversity, champion equality and promote inclusion in our approach to everything we do. We welcome applicants from all backgrounds, cultures, tastes and experiences. Your individuality is our strength.