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Digital Marketing Executive – 12 Month Contract

Location: Galway / Remote

Salary: €30,000–€32,000 DOE

Applications without a CV and Cover Letter will not be considered.

Hillwalk Tours is based in the vibrant city of Galway. Creating experiences that make people happy is our core purpose – for our customers, our suppliers, and our team.

We're looking for a Digital Marketing Executive with around **2 years' experience** who's ready to take the next step in their career and gain hands-on experience across content creation, PPC advertising, campaign management, and social media marketing.

Why This Role Is a Great Step Up

- Broad exposure across various digital marketing channels
- Close collaboration with the Marketing Manager
- Real responsibility, support from team, and room to learn & grow
- A positive, people-first company culture

What You'll Do

- Produce engaging, on-brand content (social, blog, email, website, image & video)
- Create and optimise digital marketing campaigns across multiple channels
- Support sales growth through data-informed marketing activity
- Monitor campaign performance and identify opportunities to improve results
- Maintain an editorial calendar aligned with the sales season
- Repurpose content across platforms and audiences
- Ensure consistency of tone, quality and brand across all content
- Work with freelancers where required

What We're Looking For

- Around 2 years experience in a digital marketing role
- A clear communicator with strong writing & storytelling ability
- A passion for creating high-quality content (written, visual, video) that engages
- An organised individual with the ability to manage multiple projects & deadlines



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- A creative & naturally curious person with a strong eye for effective design
- A critical thinker with excellent attention to detail & proof-reading skills
- Interest in data, analytics and continuous improvement
- A proactive attitude and willingness to learn
- Ability to work remotely and independently
- Relevant third-level qualification

Desirable but not essential:

- Experience with:
 - Google Ads, WordPress Mailchimp, Canva, Adobe Creative Suite, Google Analytics, HTML, CSS, Advanced Custom Fields (ACF), Meta Business Suite
- Experience (personal or professional) in photography, videography, piloting a drone – feel free to share portfolio of work if available
- Experience in the travel & tourism industry
- Additional language(s): Fluency in German &/or Dutch preferred

What it's like to work at Hillwalk Tours

We offer:

- A collaborative, supportive and positive working culture
- Extensive role-specific training and ongoing knowledge sharing
- A comprehensive health and wellness programme, paid sick leave, and wellness day accruals
- Flexible working hours, profit-sharing bonus plan, pension and employee discount schemes.
- Monthly meet-ups and regular social activities

Location & Working Arrangements

This role is primarily remote, with occasional office days required for training, meetings or specific tasks. Candidates should be based in the Republic of Ireland. A car is highly desirable.

A dedicated, quiet home workspace and strong broadband connection are required.