

Role Summary

The Marketing Executive will provide support for the sales and marketing functions at NI Trucks, Emerald Truck & Van, TVC Parts and Star Rentals across Ireland. The role will be based in Mallusk but will require occasional travel to other company sites across Ireland when required.

Role Responsibilities

1. To promote the Trucks Division of the Gaffer Group and the Iveco brand in the marketplace.
2. To gain an understanding of the various market sectors and products across the group.
3. Maintain and utilise CRM for data management, prospecting and reporting.
4. Prepare, review and circulate CRM reports to Sales Manager and relevant staff.
5. Monitor and process leads from online and offline sources.
6. Coordinate with suppliers to produce marketing materials.
7. To help organise and represent each company at events such as vehicle launches.
8. Create content for press releases, brochures and adverts.
9. Manage website updates, social media and e-marketing campaigns.
10. Track competitor activity and maintain analysis databases.
11. Oversee customer satisfaction surveys and reporting.
12. Support overall marketing strategy, including promotions and advertising.

Person Specification:

13. The ideal candidate will have previous relevant CRM and email marketing experience.
14. Proficient using Microsoft Office, including spreadsheets, written reports and presentations.
15. Degree in Marketing / Business (or related field) or CIM qualified.
16. Experience of working in a marketing / business development role – ideally in a B2B role preferred.
17. Digital marketing experience including the use of social media, email marketing, web updates preferred.
18. Excellent attention to detail and accuracy of work.
19. Exceptional communication skills (written and verbal).
20. Ability to work proactively, collaboratively and on own initiative.
21. Strong interpersonal skills as internal & external relationships are key to the role.

Please note:

22. The above list is not exhaustive and may be subject to change. It should be noted that the duties, designation and location of the post may be subject to change to meet the changing needs of the organisation.
23. NI Trucks reserves the right to review the experience and qualifications required depending on the volume of applicants.
24. If you feel up to the challenge and have the relevant experience and ability we need please email your CV with a covering letter outlining how your experience meets the needs outlined above to jobs@ni-trucks.co.uk.
25. The closing date for receipt of applications is Friday 6 February 2026.