

## Job Description

<b>Job Title:</b>	<b>Marketing Placement</b>
<b>Reporting To:</b>	<b>Assistant Marketing Manager</b>
<b>Terms:</b>	<b>12-month fixed term contract</b>
<b>Purpose:</b>	<b>As a Marketing Placement Student, you will gain hands-on experience in marketing strategy, brand management, and campaign execution. Working closely with the marketing team, you will support the development and implementation of marketing initiatives to promote our pet food products and engage with our target audience.</b>

### **The Company:**

Mackle Petfoods, founded in 1972 and based in Co. Armagh, is one of Ireland's leading pet food manufacturers, leading the way in pet products for over 50 years. Mackle Petfoods successfully produce and supply several leading cat and dog food brands including Brandy, Cat Club and Naturo across multiple market channels nationally and internationally.

### **Responsibilities & Duties:**

- Assist in the planning and execution of marketing campaigns across digital, social media, and traditional channels.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Support content creation for social media, blogs, email marketing, and product packaging.
- Help manage social media accounts by scheduling posts, engaging with followers, and analysing performance metrics.
- Assist in organising events, sponsorships, and influencer collaborations.
- Work with the marketing team to develop marketing materials such as brochures, ads, and presentations.
- Analyse campaign performance and compile reports with key insights and recommendations.
- Collaborate with cross-functional teams including sales, product development, and customer service.
- Other duties, as and when required.

**Office Address:** 40 Corrigan Hill Road, Moy, Dungannon, Co. Tyrone, BT71 6SL

**Factory Site #2:** 33 Main Road, Moygashel, Dungannon, Co Tyrone BT71 7QU

**Tel:** +44 (0)28 877 84641 **Web:** [www.macklepetfoods.com](http://www.macklepetfoods.com) A Division of John Mackle (Moy) Ltd. Reg No. NI 8491

**PERSON SPECIFICATION**

**Job Title: Marketing Placement**

<i>Criteria</i>	<i>Essential</i>	<i>Desirable</i>
Knowledge & Experience	<ul style="list-style-type: none"> <li>Working towards a degree in Business/Marketing/other related discipline.</li> <li>Interest and knowledge in marketing.</li> <li>Demonstrated experience working as part of a team.</li> </ul>	<ul style="list-style-type: none"> <li>Graphic design experience- Canva desirable.</li> <li>Photography/videography experience</li> </ul>
Skills & Competencies	<ul style="list-style-type: none"> <li>Highly organised with excellent interpersonal skills</li> <li>Well-developed creative skills</li> <li>Evidence of effective planning, organisation and time management abilities</li> <li>Ability to prioritise and meet deadlines</li> <li>Excellent attention to detail and accuracy</li> </ul>	<ul style="list-style-type: none"> <li>Effective presentation skills</li> <li>Skilled in the use of the Microsoft Office suite of software applications</li> <li>The ability to harmonise creative content across multiple channels and marketing vehicles</li> </ul>
Circumstances	<ul style="list-style-type: none"> <li>A degree of flexibility towards working hours in line with business requirements.</li> <li>Available to travel on limited occasions for meetings or support for exhibitions/events.</li> <li>Clean Driving License</li> </ul>	

**To apply: Send your CV to [recruitment@macklepetfoods.com](mailto:recruitment@macklepetfoods.com)**

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