

Senior Marketing and Promotion Specialist

Contract: Fixed Term Full Time

[MIDAS Ireland](#), the Industry Association for the Semiconductor / Microelectronics sector in Ireland, invites applications for a **Marketing and Promotion Specialist**.

This exciting opportunity will give you the chance to grow a completely new organisation from the ground up. Known as I-C3, Ireland's Chips Competence Centre, this organisation will provide technical, financial and training expertise to companies, particularly startups and SMEs, involved in the semiconductor industry.

I-C3 is a consortium which will be hosted by the Tyndall National Institute. MIDAS Ireland, MCCI (Microelectronics Circuits Centre Ireland) and UCD (including Nova UCD) are partners of the consortium, which is supported by the European Union and the Irish Government, through the Department of Enterprise, Tourism and Employment (DETE).

Take your career to the next level where you can excel within a dynamic and inclusive environment, which is fast-paced and requiring the ability to translate complex specialist hi-tech information to relatable and accessible content for traditional and social media. Communication skills and experience of event management, branding and marketing campaigns using traditional and social media, and content management systems will be essential.

You will be employed by MIDAS Ireland and assigned to work full-time within I-C3 and report to the I-C3 Centre Director for your day-to-day role.

Key Responsibilities

Strategic

- Developing a branding and marketing communication strategy to form part of the overall I-C3 Strategic Plan. This strategy will include designing and implementing powerful communication and marketing initiatives to raise awareness of I-C3 and its services with external and internal stakeholders.
- Work with key stakeholders across Ireland and internationally to identify and reach target audiences in order to deliver on objectives as set out in the strategic plan.

Communications

- Actively identify and develop content, and contribute to content plans and campaigns that will support the I-C3 strategy.
- Engage directly with media for the successful placement of press releases and photography in collaboration with external and internal stakeholders.
- Compiling and editing a newsletter bulletin for our external stakeholders.

- Identifying and submitting suitable content to support the I-C3 social media strategy.
- Procurement and updating content for the I-C3 website and selected social media platforms.
- Guide internal communication activity and initiatives.

Branding and Marketing

- Creating and producing integrated marketing collateral (Social Media, Web, Print Media and Presentations).
- Brand management and development of the I-C3 identity and messaging strategy across all activities.
- The design and management of marketing research and client surveys.

Event Management

- Event management for conferences, exhibitions and seminars in national and international locations.

Other

- Providing Monthly Reports, including key performance indicators and marketing communications activity analysis and identifying the greatest return on investment for communications initiatives.
- Participating in budget preparation and follow-up.
- Perform other duties and responsibilities as appropriate to the post

Note: As these core responsibilities expand and evolve, flexibility concerning the allocation of specific duties will be necessary, and this is especially true during the start-up phase. Accordingly, the responsibilities detailed above are not intended to be exclusive or restrictive. Duties may be added or withdrawn as necessary.

About You (essential criteria)

- Typically, +7 years' marketing and communication experience in either an agency or in-house role where traditional and or social media campaigns were created and used.
- 3rd level or equivalent qualification in a relevant discipline.
- Excellent communication skills, both verbal and written.
- Strong project management experience in events, branding, and marketing campaigns.
- Can demonstrate your ability to monitor, survey, analyse and report on performance, utilising available analytics tools and content management systems.
- Demonstrate excellent organisational and planning skills combined with attention to detail.

More About You (desirable criteria)

- Capable of working independently as well as working within a team.
- Demonstrate outstanding interpersonal, relationship-building and networking skills, particularly in a cross-functional capacity.

- Creative and resourceful when developing and managing communication and marketing strategy programmes.
- Ability to prioritise and develop high quality content for dissemination to tight deadlines.
- Experience of working in a technical / engineering / academic / research organization.
- Masters qualification in a relevant discipline.
- Experience of working with graphic design software and media editing.

What we can offer you

- An exciting role working closely with and reporting to the I-C3 Centre Director
- Lead on the exciting development and delivery of the IC-3 Strategy.
- Drive the international awareness of the I-C3 brand.
- A dynamic and varied role in a multicultural and progressive work environment.

Appointment may be made at a competitive salary and benefits.

Please contact info@midasireland.ie if you would like to discuss the role in confidence with the hiring manager.

Closing Date for Applications is June 27th, 2025.

Application Instructions:

Apply for this position with your CV and motivation letter to info@midasireland.ie.

Please note that Garda vetting and/or an international police clearance check may form part of the selection process.

MIDAS Ireland is an Equal Opportunities Employer.