



Murdock Builders Merchants is a family-owned business with 15 locations across Northern Ireland and the Greater Dublin region. With over 400 employees, we are recognised as a leading company in our industry, supplying general and specialist building materials, timber and hardware to the construction trade, the DIY sector and the general public.

Our business is built on strong relationships, expert knowledge and consistently excellent customer service delivered by our dedicated teams.

Murdock Builders Merchants forms part of the wider Murdock Group, which also includes Brooks Timber and Building Supplies, DPV, Cranwood and Lotus Homes.

As our marketing function continues to expand, we are now seeking a Group Digital Marketing Executive (Maternity Cover) to join our team.

Group Digital Marketing Executive – Maternity Cover

Head Office, Newry | Lotus, Banbridge (1 Day a week in Lotus)

In this role, you will create engaging and effective design solutions across both print and digital platforms. From marketing campaigns and promotional materials to in-branch signage and digital content, your work will play a key role in strengthening brand recognition and supporting marketing initiatives across the group.

You will work closely with the marketing team to deliver high-quality creative assets that support commercial campaigns, enhance the customer experience, and ensure brand consistency across multiple brands within the group.

Responsibilities

- Support the delivery of digital marketing strategies across Murdock and Lotus, aligned to commercial objectives.
- Plan, build, and execute integrated, multi-channel campaigns across web, email, social, and paid media.
- Support the planning and execution of events, managing digital promotion, communications, and post-event reporting.
- Create and manage digital content including product and landing pages, blog posts, and campaign assets, optimised for search, engagement, and conversion.
- Drive improvements in SEO performance and organic search visibility, supporting ongoing website development and optimisation projects.
- Manage and schedule social media activity in line with campaign plans.
- Support the management and optimisation of PPC and paid social campaigns.
- Analyse campaign performance and continuously optimise for engagement and conversion.
- Support conversion rate optimisation across key ecommerce and landing pages, improving the end-to-end digital customer journey and user experience.

Requirements

- Degree or equivalent qualification in Marketing, Digital Marketing, or a related field
- Minimum 2 years' experience in a digital marketing role
- Strong working knowledge of SEO, PPC, email marketing, and social media
- Experience managing website content and CMS platforms.
- Data-driven mindset with the ability to interpret performance metrics and optimise.
- Strong organisational skills with the ability to manage multiple projects and brands simultaneously.
- Good working knowledge of key digital tools (e.g. Google Analytics, email platforms, ad platforms)
- Strong communication and collaboration skills
- Access to a car & Driving License

Why Join Us?

This is an excellent opportunity to gain experience across a diverse portfolio of brands within a growing organisation.

As Group Digital Marketing Executive, you will play a key role in delivering impactful digital campaigns, improving online performance, and supporting the evolution of our digital presence. You will be part of a collaborative marketing team with the opportunity to contribute to meaningful projects across multiple brands and channels.

Benefits

- Attractive package offered.
- Company Pension Scheme
- Opportunity for Excellent Career
- Staff Discount
- Long Service Leave and Recognition

Closing date: Wednesday 13th May 2026

To apply please:

Email CV to: MRice@mbm.ie

Download application form from www.murdockbuildersmerchants.com

Murdock Builders Merchants is an Equal Opportunities Employer and welcomes applications from all sections of the Community.