



MARKETING & EVENTS EXECUTIVE

ROLE DESCRIPTION
2025

Post Title: Marketing & Events Executive

Reports To: Director of Marketing & Partnerships

Contract Duration: Full time, subject to standard probation period

Based: Sport Ireland Campus, Dublin 15 (Remote/hybrid working supported)

IN A NUTSHELL

Triathlon Ireland (TI) is the national governing body for the sport of triathlon, duathlon, aquathlon, and related multisport events in the Republic of Ireland & Northern Ireland. With a mission to promote, develop, and grow the sport across all levels, we are seeking a talented and motivated Marketing & Events Executive to join our dynamic team.

As a TI Marketing & Events Executive, you will play a pivotal role in enhancing Triathlon Ireland's market presence, driving engagement, and effectively communicating with our diverse audience. You will be responsible for delivering activation and branding at our brilliant events, engaging with the triathlon community and providing coverage for our Triathlon and Duathlon National Series, and National Championship events. Developing and executing marketing campaigns, creating engaging content, managing social media platforms and optimising our online presence to promote and grow the sport of triathlon in Ireland are all part of the role, alongside assisting with delivery of the day-to-day operations of the marketing, communications & sponsorship department.

We are an ambitious organisation, and this is a fantastic opportunity to join the Triathlon Ireland team at one of Ireland's fastest growing sports and National Governing Bodies. We are on a journey to strengthen our community, open triathlon to all and to transform lives through swimming, cycling and running.

YOU COULD BE THE ONE IF YOU HAVE:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent work experience);
- A genuine interest in sports and an understanding of the triathlon community (locally & globally);
- An understanding of the TI brand & effectively communicating it through digital channels & promotional assets;
- A keen eye for implementing our brand & partners activations at events; bringing both Triathlon Ireland and partner brands to life;
- Content creation skills including photography, video & editing skills (Canva, CapCut & iPhone) to engage audience through storytelling;
- Comfortable liaising with stakeholders including freelancers, suppliers and partner organisations;
- Strong interest in graphic design & developing social media graphics, promotional materials & other marketing assets;
- Managing social media channels while writing compelling copy tailored to various platforms & engaging with online community;

- Adept with CMS (Wordpress), eMail Marketing (Mail Chimp), digital marketing tools and platforms, including an understanding of SEO and SEM;
- Organise & report on paid digital advertising campaigns across platforms such as Meta Ads, Google Ads and other relevant advertising platforms;
- Familiarity with online analytical tools and the ability to interpret data for actionable insights;
- The ability to think big and small – from recognising a big opportunity within our projects and campaigns, to keeping an eye on our community & clubs social media accounts in case something interesting pops up;
- The desire to work autonomously, as well as collaboratively (and understand when the time is right for each);
- Strong attention to detail, self motivation and the drive to get things done;
- Excellent project management skills with the ability to manage multiple priorities in a fast-paced, deadline-driven environment;
- Ability to work outside regular office hours, as required. Time off in lieu will be provided as agreed;
- Full clean driver's licence;
- Write engaging copy for diverse marketing distributions (brochures, press releases, website material).

This role offers a unique blend of attending triathlon events, creative content creation, marketing strategy, and hands-on engagement with the triathlon community. If you're passionate about sports, branding and event activation, love crafting compelling stories, and have a knack for marketing, this position could be your ideal fit.

PLEASE KEEP READING

If you think you have what it takes, but don't necessarily meet every single point above, please still get in touch. We'd love to have a chat and see if you could be a great fit.

WHY WORK FOR TRIATHLON IRELAND?

In addition to your competitive salary, there are lots of other perks, including:

- Fantastic culture of grounded people, passionate about what they do.
- Hybrid working, with one 'Connect Day' in the office.
- 20 days holidays per year.
- Contributory Pension scheme.
- Occasional international travel to World & Europe Triathlon events with our High Performance Team.
- Strong career progression, investment in professional development courses.
- Fancy a new bike? Year-round cycle to work scheme available.
- Discounts on campus gym membership and access to world class facilities, including the national aquatic centre.
- Free on-site parking (and e-charging stations), you can park right by the front door.
- Free Triathlon Ireland membership & discounted partner merchandise.
- New modern office space on the Sports Ireland Campus.
- Social & wellbeing committee.

HOW TO APPLY

Have a good look around our [website](#), our [strategic plan](#), our social media and get a feel for who we are. If you think you'd be a good fit, please send us your cover letter and CV. If you have any questions on the role, please get in touch with our Director of Marketing & Partnerships Joanna McMonagle on joanna@triathlonireland.com.

Cover Letter: Address why you are interested in working with Triathlon Ireland, why you would be an attribute to our culture and how your skills/experience would contribute to the position.

Send to hr@triathlonireland.com no later than **5pm on Friday, 18th July 2025**. Interviews may be conducted on a rolling basis prior to that deadline, so please do not delay submitting your application. Make sure to include the job title of the role (Marketing & Events Executive) you are applying for in the subject line.

Triathlon Ireland has experienced considerable growth over the past decade and made great strides in developing the professionalism of the organisation.

Since 2005 our membership has grown from 800 to more than 18,000. Triathlon Ireland is a great place to work and we pride ourselves on the culture of our team which numbers almost 25 across Operations, Development, Marketing , Finance and High Performance.

We have almost 100 affiliated clubs on the Island of Ireland, a 40% female participation rate and we sanction over 300 events annually.

Triathlon Ireland has achieved a great deal from a marketing perspective – the successful candidate will consolidate the work done to date and build upon it over the coming years.

Triathlon Ireland offices are located on the Sport Ireland Campus and we have a flexible work culture with staff spending at least one day in the office per week.