

## R&R Group Sales and Marketing

### ROLE & PURPOSE OF POSITION:

R&R Group are a dynamic and fast-growing group of companies, including INSS.ie, Dublin Boat Tour and MarineServices.ie with brands including RS Sailing Ireland, Airfloat Pontoon Systems.

We're looking for a Sales and Marketing associate to join our team, we have a fantastic story to tell but need to broaden the reach and impact of our programmes. The successful candidate will have broad scope to implement strategies and grow participation in an environment that allows you to showcase your talent.

The Irish National Sailing & Powerboat School is the largest provider of sailing, powerboating and water sports activities in Ireland offer a range of programmes ranging from sailing courses to kayak rentals. Our clients include individual course participants, schools, corporates and tour groups. Through our new brand Dublin Boat Tour we also offer a sightseeing boat tours of the bay.

They will also assist with our commercial marine services and supplies company, MarineServices.ie which offers marine coordination to Film and TV, support to the construction sector, supplies and installation of modular pontoons as well as sales and commissioning of RS Sailing and Electric Boats, Cheetah Marine, E-propulsion and Selva Marine Outboard engines.

### KEY RESPONSIBILITIES:

#### Lead Generation & Business Development Support

- Identify and research potential leads
- Undertake prospecting via LinkedIn and email (and other channels) —crafting outreach messages and managing follow-ups for schools, youth groups, sports and social or corporate clients, as well as MarineServices.ie clients.
- Create lead capture assets; gated content, event invites, or campaign landing pages.
- Help log and track leads, responses, and opportunities in CRM tools.
- Contribute to delivery of campaigns targeting key audiences, through advertising, email marketing, social media, influencer outreach and brand activations.

#### Content & Campaigns

- Write and publish regulars articles and e-zines.
- Prepare press releases for maritime press and other media as appropriate
- Support wider marketing campaigns across channels (website, socials, email, print).
- Collaborate with operations & sales teams to shape content driving outreach & growth.

#### Social Media Management

- Plan, schedule, and post across INSS and Dublin Boat Tour's social channels (Instagram, Facebook, TikTok, LinkedIn and Youtube).



- Help grow our following among potential clients and watersports/outdoor adventure/tourism sector.

## Digital Performance – INSS.ie, Dublin Boat Tour & MarineServices.ie

- Track content & social performance using tools like Google Analytics, LinkedIn Analytics & email metrics.
- Recommend optimisations based on performance data (e.g. best posting times, call-to-action tweaks).

## Other

- Maintain and update website content as needed.
- Liaise with design/creative partners for visual content assets.
- Stay on top of watersports industry trends, digital marketing tools, B2B & B2C growth tactics.

## KEY SKILLS AND QUALIFICATIONS:

### Essential:

- Strong written communication and confident writing for professional audiences
- Experience managing social media accounts (can include university projects or internships)
- Curious mindset who is eager to learn digital tools, marketing systems and outreach strategies
- Confident working independently, managing multiple tasks and timelines
- Background outdoor adventure activities or outdoor tourism.

### Desirable:

- Exposure to digital marketing, lead gen, or B2B campaigns (internships, university societies, freelance work, etc.)
- Familiarity with tools like Google Analytics, LinkedIn Campaign Manager and CRM tools (e.g HubSpot)
- A degree in Marketing, Communications, Media, or similar is beneficial but not essential

## WORKING ARRANGEMENT:

- In person office-based role.
- Occasional travel for industry events
- Right to work in Ireland
- Occasional weekend and evening work required
- Reports to Operations and Sales Team

## Full-time, Permanent

**Pay: Dependent on experience, depending on success, salary can be reviewed.**

