

CRM Executive – Full time / permanent role.

Travel Department is Ireland's leading escorted tour operator with an approach to business that is innovative, dynamic and professional. We have an unsurpassed reputation within our market for excellent customer service, quality holidays and value. For over 30 years, our team of experts have been creating fully guided group holidays with best-in-class service and an ever-growing product portfolio.

We have an exciting opportunity for a CRM Executive.

Role Purpose

The CRM Executive is responsible for the day-to-day management, optimisation and effective use of HubSpot as the central platform for CRM, email marketing and marketing automation. The role focuses on customer data, segmentation, campaign delivery, lifecycle communications, reporting and continuous improvement to support customer engagement, retention and conversion. You would report directly to our Marketing Manager.

Key Responsibilities:

HubSpot CRM Management and Governance

- Maintain and optimise HubSpot marketing assets and processes, including contact properties, lists, workflows, forms, campaign records, email templates and reporting assets.
- Maintain high standards of CRM data quality through regular data hygiene, deduplication, validation, suppression management and quality checks.
- Ensure consent, subscription preferences, suppression rules and data-retention requirements are correctly applied across CRM audiences and campaigns.
- Maintain clear naming conventions, documentation and quality-assurance processes across campaigns, lists, workflows and email assets.
- Monitor HubSpot performance and identify system, data or process issues that may affect CRM or email marketing activity.
- Provide first-line HubSpot support and CRM guidance to the Marketing Team and all relevant stakeholders within the company.

Email Marketing and Campaign Delivery

- Build, test, schedule and deploy email campaigns in HubSpot using approved campaign briefs, copy and creative assets.
- Manage audience selection, segmentation, exclusions, personalisation, testing, tracking and campaign set-up to ensure accurate and effective delivery.
- Maintain and share reusable email templates, modules and designs to support consistent and efficient campaign delivery.
- Monitor email deliverability and campaign performance, including delivery, open, click-through, conversion, bounce and unsubscribe rates.
- Use campaign results, audience behaviour and testing to recommend improvements to targeting, content, timing and customer journeys.
- Work with the Marketing Team and relevant stakeholders to support priority campaigns, products and tours.

Marketing Automation and Lifecycle Communications

- Manage, test and optimise automated and triggered programmes in HubSpot across the customer lifecycle, including but not limited to Abandon Browse, Abandon Basket, Enquiry, Welcome Series, Pre-Trip, Post-Trip/Post-Sale, Birthday and Anniversary communications.
- Review workflow logic, enrolment criteria, suppression rules, timing, personalisation and customer journeys to ensure automations remain accurate and effective.
- Develop and update workflows where agreed to improve performance and refresh creative.
- Monitor automation performance, investigate issues and implement agreed improvements.

Segmentation, Customer Data and DM Support

- Create and maintain customer segments and campaign audiences using demographic, behavioural, engagement, booking and lifecycle data.
- Translate campaign objectives into clear audience criteria, exclusions and estimated audience volumes.
- Analyse customer profiles and segments to identify behavioural patterns, engagement trends and opportunities for improved targeting and personalisation.
- For direct mail campaigns, provide CRM and data support including data extraction, analysis, cleansing, deduplication, validation, segmentation, formatting and secure preparation of campaign data.
- Support audience profiling and direct mail campaign analysis where relevant response and customer data is available within HubSpot.
- Creative development, production planning, print and mailing-house management, campaign schedules and budgets sit outside the scope of this role.

CRM Reporting, Dashboards and Insights

- Build, maintain and continually improve HubSpot dashboards and reporting suites covering email marketing, automated customer journeys, customer engagement, database health and overall CRM performance.
- Monitor and report on agreed CRM and email marketing KPIs, including campaign engagement, conversion, deliverability, database growth, subscription trends and workflow performance.
- Analyse customer profiles, segment composition, booking behaviour, engagement patterns and lifecycle trends.
- Share regular CRM and email marketing performance updates with the wider Marketing Team and relevant stakeholders.
- Provide clear insights and recommendations to support campaign planning, targeting, personalisation, retention and conversion.
- Provide ad hoc CRM analysis where required to support campaign planning and business decision-making.
- Monitor the overall operational health of HubSpot, including data quality, workflow performance, reporting accuracy, deliverability and database engagement.

Partnerships and Travel Agent Support

- Support Partnership and Travel Agent marketing activity when required from a CRM and marketing perspective.
- Provide support with HubSpot campaign set-up, audience segmentation, customer data, email templates and CRM reporting.
- Share relevant CRM insights, templates and campaign learnings that can support partnership and Travel Agent activity.
- Provide CRM guidance and assistance where required, while ownership of the wider partnership and Travel Agent marketing activity sits outside the core scope of the CRM Specialist role.

We would like you to have:

- 2 to 4 years' experience in CRM, email marketing or a similar digital marketing role.
- Experience using an email marketing or CRM platform important, HubSpot experience is preferable but not essential.
- Experience building, testing and deploying email campaigns, including segmentation and audience management.
- Strong attention to detail, particularly when working with customer data and campaign set-up.
- Good analytical skills with the ability to interpret campaign performance and customer insights.
- Strong organisational skills with the ability to manage multiple priorities and deadlines.
- Comfortable working under pressure in a fast-paced environment.
- Strong communication skills and the ability to work effectively with different teams and stakeholders.
- Collaborative, proactive and solutions-focused with a strong team-player mindset.

Salary / package details for the right candidate:

- Full-time permanent role
- Working days, Monday to Friday. Hybrid working arrangement
- 20 days annual leave per year
- Position based in Dublin, served by many transport links with flexibility for a blend of home and office working
- Dynamic and exciting industry and work environment

If you would like to apply for this role, please email a short cover letter along with your CV to Marketing Manager at ciaramg@traveldepartment.ie

The closing date for applications is 09/10/2026. Only applicants who are selected for interview will be contacted.