



Marketing & Social Media Manager

BridgeAI Ireland · Dublin (Hybrid) · Full-time

Role	Marketing & Social Media Manager
Reports to	Founder, BridgeAI Ireland
Type	Full-time
Compensation	Competitive — discussed on application
Location	Hybrid — Dublin 12 + remote
Start date	Revenue-triggered (target Y2 / 2027)
Apply via	careers@bridgeaiireland.ie
Phase	Phase 2 — Scale-Up

1. About BridgeAI Ireland

BridgeAI Ireland is a Dublin-based AI training institute on a mission to bridge young Irish talent into well-paid software and AI careers. We deliver hands-on, employer-aligned programmes — from Generative AI for Business to AI for Software Engineers — combining industry-grade curriculum with a placement engine that connects students directly to Irish tech employers.

We launch our first cohort in September 2026. We are small, fast, founder-led, and looking for the next set of people who want to build the institute alongside us.

2. The role

You will own how BridgeAI Ireland shows up to Irish students, parents, and employers — across organic social, paid acquisition, content, events, and the careers funnel.

You will inherit a brand and audience already in motion (waitlist, LinkedIn presence, employer relationships) and your job is to take it from launch-phase visibility into a recognised name in Irish AI training.

3. What you will do

- Own the content calendar across LinkedIn, Instagram, TikTok, YouTube; produce or commission video, graphics, and student stories.
- Run paid acquisition (Meta, LinkedIn, Google) for cohort recruitment, with clear cost-per-enrolment targets.
- Manage the BridgeAI Ireland website, landing pages, and conversion tracking.
- Plan and run launch events, open days, and employer mixers with the BDA and Corporate Partnerships Manager.
- Build, segment, and nurture the email list (waitlist → applicant → enrolled).

- Track and report on funnel metrics weekly: traffic, leads, applicants, enrolments, employer leads.

4. Minimum qualifications

- 3+ years in B2C marketing, consumer brand, or education marketing.
- Proven results in paid social and SEM; comfortable with attribution and CAC reporting.
- Excellent eye for visual brand; comfortable producing or directing creative.
- Strong written English; can write a punchy LinkedIn post and a polished landing page.
- Right to work in Ireland.

5. Nice to have

- Background in EdTech, bootcamp, college, or skills-funding marketing.
- Experience with a small-team brand build (sub-€100k marketing budget).
- Personal interest in AI / tech topics.

6. What we offer

- Full ownership of marketing P&L and brand voice from Y2.
- Performance bonus tied to enrolment and CAC targets.
- Hybrid working with regular in-person time in Dublin.
- Budget for tools, paid media, content production, and CPD.

7. How to apply

Send your CV and a short note (no formal cover letter required) telling us why this role and why BridgeAI Ireland to careers@bridgeaiireland.ie.

Use the role title as the email subject. Applications reviewed on a rolling basis.

BridgeAI Ireland is committed to building a team that reflects the diversity of the Irish youth we serve — applications from underrepresented backgrounds in tech are strongly encouraged.