



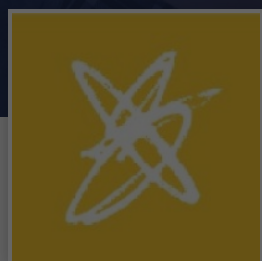
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Alternatives

Staffing and Recruiting
Dublin 2, Dublin · 27,2

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About us

Welcome to Alternatives, a leading provider of digital talent. With our expertise, we help businesses thrive and talented people grow. Alternatives has pioneered flexible marketing talent solutions, providing clients with an "alternative" way to access the best talent and providing great marketers an alternative way to work. Today we continue to evolve and provide a range of flexible marketing, digital and commercial talent solutions- from interim managers, contractors, teams and consultants on demand from our Flexible Panel, as well as permanent recruitment and executive search services. What sets Alternatives apart is our deep specialist knowledge, our real-world industry experience and our passion for people. If you would like to find out more, please contact us. Call us on +353 1 661 8889 or email us at hello@alternatives.ie Follow us on twitter @altertweet or go to the Jobs or Hub area of our website (www.alternatives.ie) for more information on latest roles, industry insights and career advice.



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Website

<http://www.alternatives.ie>

Industry

Staffing and Recruiting

Company size

2-10 employees

Headquarters

Dublin 2, Dublin

Type

Privately Held

Specialties

Recruitment, Commercial
Online sales jobs, Inter
Evolving Roles, Consum
Marketing industry ex

ital jobs, Loyalty,
naged teams,
specialists, and



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47 Merrion Square East
Dublin 2, Dublin 2, IE

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We're seeing an interest

But employers are becoming more data-driven. Data is valuable. Being able to analyze data where the real value sits.

The strongest marketers

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more than ever.

plain performance. The problem is often where the

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The conversation around AI in marketing has matured quickly.

Twelve months ago it was all excitement.

Six months ago it was all concern.

Now it feels much more practical.

Most marketing teams aren't looking to replace people.

They're looking to remove repetitive tasks and create more time for higher-value work.

The marketers getting ahead seem to be the ones treating AI as a tool rather than a threat.

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Marketing job titles are
A "Digital Marketing Mana
somewhere else.

- Different channels.
- Different budgets.
- Different expectation
- Different levels of res

It's why candidates are
scope.

The title gets atten
The actual role gets

6

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to the same title

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A marketing role can look perfect on paper and still be the wrong move. One of the biggest factors
candidates ask about now isn't salary or benefits.

1. It's the manager.
2. People want to know:
3. Who will I learn from?
4. How involved are they?
5. Will they back me?
6. Will they challenge me?

Leadership quality has become one of the biggest drivers of both attraction and retention, and honestly, that makes perfect sense.

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One thing we've no

The strongest marketin

- They're not posting e
- They're not building
- They're not chasing v
- They're busy doing g

edIn.

It's a useful reminder that visibility and capability aren't always the same thing

Some of the best marketers we meet have very little online presence, but exceptional commercial impact.

Have you found LinkedIn becoming more important in hiring decisions, or is experience still king?

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Marketing is one of the

- Brand.
- Digital.
- Content.
- CRM.
- Ecommerce.
- Insights.
- Communications.

Marketing professional
value.

At Alternatives, we're p
day.

The market continues

If you're hiring or c

#MarketingRecruitm

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world – where everyone

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The marketers progres
curious.

often the most

The marketing landscape changes constantly.

- New platforms.
- New technologies.
- New consumer behaviours.

The professionals who continue learning, adapting and testing new ideas are often the ones
creating the biggest opportunities for themselves.

What marketing skill are you focusing on developing this year?

[#MarketingCareers](#) [#ProfessionalDevelopment](#) [#MarketingTalent](#)

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One thing that's been

Strong marketers are looking for

Salary still matters obviously

But we're hearing from

- leadership,
- progression,
- flexibility,
- team culture,
- and whether the role is

The companies attract talent with compensation.

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Be honest...

Which marketing phra

💡 "Let's make it go vira

📈 "Can we see the dat

📊 "Who's the target au

✂️ "Can we get this don

We suspect one of the

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#MarketingLife #Mar

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