

THE AGRICULTURAL TRUST

JOB DESCRIPTION	
JOB TITLE: Digital Subscriptions Specialist	DEPARTMENT: Circulation and Marketing
REPORTING TO: Subscription Manager	CONTRACT TYPE: Permanent
WORKING ARRANGEMENTS: 37½ hours per week, based in The Agricultural Trust offices at Irish Farm Centre, Bluebell, Dublin 12. Office hours are normally from 9.00am to 5.30pm, Monday to Friday, but may vary by arrangement with the company.	
KEY TASKS: Strategic Growth and Revenue Optimization • Define and lead the onsite acquisition roadmap across product offerings including Flexible Access, Premium, Core, and add Ons with a focus on driving paying users, and revenue growth. • Identify and scale monetization opportunities by improving how products are surfaced, positioned, and priced across onsite experience. • Translate behavioural and revenue insights into clear segmentation and offer strategies in partnership with Analytics and Revenue Science. • Shape differentiated value propositions for each product and audience cohort in collaboration with Brand Marketing and Product. • Integrate new and existing products into a cohesive subscription ecosystem that supports both acquisition and long-term value creation. Experimentation and Execution Excellence • Help to define/implement cross-functional A/B and multivariate experimentation across offers, pricing tiers, paywall treatments, and audience segments, setting standards for test design, learning velocity, and iteration. • Set a high standard for test design, learning velocity, and iteration to ensure insights translate into measurable impact. • Ensure strong execution through quality assurance, documentation, and scalable processes that support consistent delivery. Analytics & Reporting • Establish and monitor clear KPIs including product mix coverage, product conversion rates, revenue impact, and lifetime value contribution. • Define dashboard needs in partnership with Analytics to track performance by cohort, touchpoint, and product offering. • Recommend clear actions to improve performance based on data • Website and Digital Experience • Landing page navigation and customer flow optimisation to maximise the sales funnel conversion. • Experience with HTML advantageous.	

SKILLS & EXPERIENCE REQUIREMENTS:**Skills & Experience Required**

- Bachelor's degree (or higher) in Marketing, Digital Marketing, or Business.
- 3+ years' experience in digital marketing/ Acquisition/ Subscriptions, ideally within a fast-paced, content-driven environment.
- Proven hands-on experience with Google Ads, Meta Business Suite, and social media advertising.
- Proficiency in email marketing platforms (e.g., Hubspot, Salesforce or similar)
- Skilled in Google Analytics 4 and comfortable analysing performance data to inform navigation flow optimisation.
- Competent with digital marketing tools such as Veed, Sendible, and Canva.
- Excellent copywriting and communication skills, with a strong grasp of brand tone and storytelling.
- Highly organised, proactive, and adaptable, with the ability to manage multiple projects simultaneously.
- Certified in digital advertising platforms (e.g. Meta Blueprint, Google Ads, Google Analytics, LinkedIn Marketing Labs) is preferable.

Key Competencies:

- Results-driven and analytical mindset.
- Collaborative team player with strong communication and interpersonal skills.
- Adaptable, curious, and passionate about digital innovation.

OTHER FEATURES OF JOB:

- Responsibilities are flexible and may be changed and / or added to in accordance with business requirements.
- The role-holder will be required to work on any project that the company may reasonably delegate at any time and, if necessary, to work as part of The Agricultural team on any publications/tasks as required.
- Availability for travel if required.