

Marketing Specialist

Description

We are actively seeking a dynamic and results-oriented marketing specialist to join our team in Athens! As a Marketing Specialist, your primary responsibility will involve designing and executing cutting-edge marketing strategies that promote our services, boost brand visibility and foster customer interaction. Your role will be essential in crafting compelling marketing campaigns, identifying market trends, and collaborating with fellow team members to achieve our business objectives.

Responsibilities

- **Strategic Planning:** Develop comprehensive marketing strategies that aligned with company goals and target demographics. Recognize significant market trends, competition scenarios and growth possibilities.
- **Campaign Development:** Create, implement and manage multi-channel marketing campaigns, including digital, social media and email. Craft compelling and targeted messaging that resonates with different customer segments.
- **Digital Marketing:** Utilize various digital marketing channels, including social media, SEO, SEM and PPC, to drive website traffic, while monitoring and analyzing performance metrics to optimize campaigns for maximum impacts.
- **Market Research:** Conduct thorough market research to understand customer preferences, behaviors and trends. Use data-driven insights to refine marketing strategies and improve customer engagement.
- **Analytics and Reporting:** Monitor and analyze the performance of marketing campaigns, providing regular reports on key performance indicators and actionable insights to optimize future efforts.

Qualifications

- Bachelor's degree in Marketing, Business, Communications, or related field. Although, a Master's degree is preferred.
- Proven experience as a Marketing Specialist, Marketing Agent or a similar role.
- Strong understanding of digital marketing channels, tools and analytics.
- Excellent written and verbal communication skills.
- Analytical mindset with the ability to work effectively across departments.
- Proficiency in marketing software and tools, including social media management platforms, CRM systems and analytics tools.
- Self-motivated and results-oriented with a proactive attitude towards problem-solving.

We offer

- Competitive compensation and benefits package.
- A dynamic and inclusive work environment that values creativity, innovation and collaboration.
- Professional development and growth opportunities to enhance your skills and expertise.

Contacts

Join our team and contribute to the growth and success of our brand

Εταιρεία

Eurotraining

Τοποθεσία εργασίας

Athens, Greece

Ώρες εργασίας

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Ημερομηνία ανάρτησης

27/10/2023

by leveraging your marketing expertise to create impactful campaigns and engage our target audience. If you are a creative and strategic marketer with a passion for innovation, please feel free to send us your CV.