

1. POLITIS GROUP

Μέσο: BUSINESS TODAY

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POLITIS GROUP

Social Media Manager

Politis Group is seeking for a Social Media Manager, who is up-to-date with digital technology and social media trends. Our ideal candidate has in-depth understanding of online marketing tools and social media platforms and can optimize strategy and messaging to effectively engage the audience.

Duties & Responsibilities

- Plans and executes social media campaigns for the company's clients
- Responsible for community management, influencer programs, e-mail marketing / newsletters and digital campaigns
- Owns and maintains analytics, metrics and campaign reporting
- Responsible for the content in collaboration with the Content Marketing Specialist
- Produces & distributes content across Social Media platforms
- Monitors & evaluates Social Media campaigns' performance
- Develops and monitors clients' monthly content calendars
- Monitors competitors, social listening and collects useful data/ideas
- Communicates with both clients and third-party partners
- Oversees day-to-day production of relevant materials, as well as campaign budgets and schedules

Qualifications

- Min 4 years of experience in social media management or advertising agency in a client-facing role

- Bachelor's degree in Marketing/ Communication, Digital Marketing or other related discipline
- Experience with customer service and account management
- Strong writing and editorial skills with utmost attention to detail
- Excellent verbal and written communication & presentation skills in Greek & English
- Experience in Social Media Strategy Planning, Social Media Content Creation, Social Media Paid Campaigns & Social Media Reporting
- Excellent knowledge of MS Office
- Strong analytical skills
- Knowledge of SEO, SEM and other advertisement programs will be considered a plus

Attributes

- Customer focus with strong organizational competence
- Collaborative, team-oriented and capable of thriving in a group work environment
- Ability to work under pressure, prioritize own time and workload
- Up-to-date with the latest trends and best practices in online marketing and measurement

Email: cv@primeone.gr