



BBDO Greece is looking for a

DIGITAL ACCOUNT DIRECTOR

You will manage client relationships while developing and leading multi-faceted digital strategies. You'll identify and drive growth opportunities, fostering innovation that delivers on our clients' business goals.

What you'll do:

- You will be a principal point of contact for assigned client relationships, responsible for helping to build long-term client relationships, anticipating client needs, and working with the Agency's supporting teams to coordinate efforts aimed at solving those needs.
- You will be responsible for coordinating the development, management, measurement and presentation of multi-channel digital strategies aligned to client goals.
- Staying attuned with clients' digital presence and the changing digital landscapes, you'll be responsible for managing and anticipating a list of delivery tasks and working with support teams to ensure tasks are being completed in a timely manner. You'll also be expected to work with teams to put processes in place aimed at prevention or timely resolution.
- You'll be responsible for leading many client meetings.

What you'll need:

- Graduate or Postgraduate University Degree
- Must have 3+ years of experience developing and presenting custom digital solutions within a digital marketing, PR, and/or advertising agency environment
- A deep understanding of digital mediums, technologies, and trends
- Strong analytical skills and working knowledge of Google Analytics
- Strong presentation skills
- We're looking for unconventional thinkers. Dedicated collaborators and innovators. Talented individuals who are ready to work towards solutions that make the difference in the environments our clients are operating.

Please apply your cv to hr@ba.bbdogroup.gr



**BBDO Greece is looking for a proven
SOCIAL MEDIA MANAGER/
STRATEGIST**

who has experience building and nurturing fast growing social communities. Our ideal candidate has led social efforts especially in FMCG markets, loves analyzing social media and has their thumb on the latest social trends. They understand the intricacies of each social channel and can optimize strategy and messaging to effectively engage the audience. We want a go-getter who can leverage the available resources to make a big impact.

What you'll do:

- Lead the social media team responsible for community management, content creation and influencer programs
- Advocate and make recommendations around social marketing programs, messaging, and campaigns
- Work closely with agency's clients to ensure any cross-promotional efforts are on-brand, strategic and managed properly
- Map out social strategy and then drive that strategy proving results through testing and metrics
- Monitor trends in social media tools, applications, channels, design and strategy
- Identify threats and opportunities in user generated content surrounding the business

What you'll need:

- Graduate or Postgraduate University Degree
- At least 3 years of direct social media experience, building communities and campaigns with demonstrated creativity and success
- Expert in social media monitoring and analytic tools, and experienced in executing and managing social strategies
- Strong writing and editorial skills with utmost attention to detail
- Energetic and capable of participating successfully in a very fast-paced environment
- Collaborative, team-oriented and capable of thriving in a group work environment

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