



Digital Marketing Specialist

Responsibilities:

Digital Marketing Specialist will be based either in our Innovation Centre in Chania or our office in Athens (preferably in Chania), he/she will report to the Director of Marketing and the responsibilities of the position mostly include:

- Define and develop the company's Digital Marketing Strategy aligned with business and marketing objectives
- Coordinate the creation of digital content (e.g. website, blogs, press releases and posts) in English
- Develop and monitor the monthly content calendar
- Create and implement end-to-end digital campaigns
- Monitor social media communities and social media campaigns on a daily basis
- Monitor competitors, social listening and collect useful data/ideas
- Community management and optimization. Management of Questions and Answers for all Social Media
- Maintain a strong online company voice through social media
- Determine metrics, monitor ROI & KPIs and develop monthly report
- Stay up-to-date with digital media developments

Candidate Profile:

- Fluency in English – the company's official language of business is English.
- At least 3 years of relevant digital marketing experience preferably in B2B context.
- University Degree in Marketing or Advertising or Business Administration or Communication or Computing.
- Excellent interpersonal, written and oral communication skills and fluency in English.
- Talent in writing inspirational, original and quality texts (in terms of meaning, structure, syntax and spelling).
- Solid knowledge of media editing software
- Excellent analytical and project management skills
- Excellent knowledge of monitoring tools, such as Google Analytics, search engine marketing (SEM), search engine optimization (SEO), Google Ads
- Creation and management of social media campaigns

Please send your CV's to
hr@jrtechnologies.com



Marketing and Communications Manager

Responsibilities:

Marketing & Communications Manager will be based either in our Innovation Centre in Chania or our office in Athens (preferably in Chania), he/she will report to the Director of Marketing and the responsibilities of the position mostly include:

- Define, develop and coordinate the company's Market Intelligence (industry, competitors, clients) & Market Research Strategy. Extract valuable insights from data, identify market trends and customer insights in order to identify new business opportunities.
- Define and develop the Product Marketing Strategy in line with company objectives.
- Formulate and develop marketing plans in accordance with the company's strategy.
- Define and carry out marketing activities, and analyse and review the effectiveness of marketing programs to ensure the achievement of business performance.
- Define and develop the Integrated Marketing Communications Plan (IMC) at corporate and product level.
- Liaise with Senior Copywriter, Digital Marketing Specialist, Graphics Designers and external suppliers to produce all marketing material.

- Integrate IMC resources and establish a valid effective supplier's platform for all kinds of marketing activities (media, advertisement, PR and promotions).
- Manage conferences, events and meetings sponsored by the company.
- Drive product strategy and launch strategies for new products.
- Develop budget plan, monitor and control the effective use of marketing expenses.

Candidate Profile:

- Fluency in English – the company's official language of business is English.
- University Degree or Master's Degree in Marketing.
- At least 7 years experience in a marketing position (preferably in B2B context).
- Good team inspiring skills.
- Demonstrated success in defining, launching and managing profitable products or services (preferably technology products / services).
- Great foresight and ability to define effective and outstanding Marketing Strategies.
- In depth understanding of B2B marketing.
- Excellent interpersonal, written and oral communication skills.
- Proficient in Microsoft Office applications

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