

1. COCA COLA

Μέσο:DAILY FAX

Ημ. Έκδοσης: ...31/05/2019 Ημ. Αποδελτίωσης: ...01/06/2019

Σελίδα:5

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DAILYFAX

Παρασκευή 31|05|2019 #5474

CLIENT:
The Coca-Cola Company,

LOCATION:
Athens, Greece,

LANGUAGE REQUIREMENTS:
Native in Greek + fluent in English,

JOB TYPE:
Full-time,
STARTING DATE:
ASAP

Role Description:

The role of the Social Media Manager is demanding and stimulating and draws on elements of platform management (Social Media, Website, mobile applications), community management, influencer engagement, loyalty and advocacy building & creative out-of-the-box thinking. You will be part of our digital growth team – a team of digital experts who engage with consumers and online communities through relevant conversations, content & digital experiences.

Responsibilities:

- Digital & Social Project Management
- Execute digital & social media strategies for key brands & integrate digital activations in broader marketing plans to support key business objectives and drive trial and transactions
- Design activities that will help manage both top of the funnel with new consumers and the bottom of the funnel to drive awareness, consideration and advocacy
- Create comprehensive creative/technical briefs for respective teams

- Manage day-to-day operational aspects of digital platforms and/or project; manage campaign timelines, content deliverables and outcomes & review deliverables before passing to greater team
- Publish & engage with consumers: a) develop, adapt & post content, including “live” content such as Instagram Stories b) monitor conversations and manage responses in social platforms & other online portals
- Handle Influencer Management: identify & work with influencers to amplify campaigns
- Conduct Reporting & Analysis: identify insights from reports, compile key learnings
- Drive optimization: monitor performance and refocus if needed

Technical Understanding:

- Possess great understanding of social media and digital platforms (mobile, web, search)
- Good understanding of basic digital media principles (SEO/SEM, paid media and analytics)
- General understanding of a well-designed, mobile first consumer journey and how all ar-

- eas are integrated in order to deliver a seamless experience
- Demonstrate thought leadership – knowledge and deep understanding of digital environments and trends

Relationship management:

- Communicate effectively day-to-day with stakeholders to identify needs and evaluate business solutions
- Manage external agencies
- Drive change in the company; excite with ideas to test, learn, and do things differently
- Keep track of lessons learned and share best practises with local and regional team members
- Be able to work in a fast-paced environment with multiple projects and project teams
- Ability to work independently and own projects for several brands

Job Requirements:

- Education: Bachelor's Degree in a new media / marketing / business. Work experience: 2-3 years digital marketing or social media management ideally in a digital agency.

TO APPLY:

please send your CV in English to
tccc-recruitment@ccainternational.com