

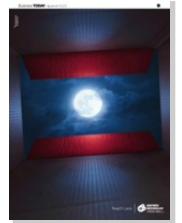
1. PR ACCOUNT DIRECTOR

Μέσο: BUSINESS TODAY

Ημ. Έκδοσης: . . . 03/02/2021 Ημ. Αποδελτίωσης: . . . 03/02/2021

Σελίδα: 6

Innews AE - Αποδελτίωση Τύπου - <http://www.innews.gr>



PR Account Director

to reinforce the dynamic team of a key player in PR Communications and Brand & Corporate Reputation, affiliate of a global network and part of one of the leading groups of communication companies in Greece.

Job Description

- Annual PR communication plans development and implementation for a number of clients
- Relationship building with key media players, influencers and other 3rd parties
- Influencers' marketing strategy development and implementation
- Digital and social media leverage for PR communication strategies
- PR communications messaging coordination (press releases, articles, direct communication etc) to specific target groups and stakeholders
- Internal and external teams' coordination for smooth deliverables workflow

Requirements

- University Degree in PR, Communications, Marketing or relevant fields
- Prior experience in PR communications - with emphasis in Brand PR- of at least 5 years
- Excellent knowledge of the digital and social media landscape
- Project management skills
- Ability to prioritize and work under pressure within tight deadlines
- Ability to manage multiple projects and deliverables
- Excellent communication and writing skills in both the Greek and English language
- PC literate, proficient in MS Office
- Team player, positive, open and self motivated

Please forward your cv to hr@direction.gr