

## 1. CONTENT MARKETING SPECIALIST

Μέσο: . . . . . BUSINESS TODAY

Ημ. Έκδοσης: . . . 09/09/2019 Ημ. Αποδελτίωσης: . . . 09/09/2019

Σελίδα: . . . . . 8

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# Content Marketing Specialist

Politis Group is looking for a Content Marketing Specialist who will be responsible for creating content for our clients. She/He will work collaboratively with Account Managers, Social Media Managers, Graphic Designers and senior management.

### **Job Description:**

#### Duties & Responsibilities

- Be in charge of content creation (copywriting, photo, texts and video) to activate across all channels
- Create targeted and engaging content to increase audience engagement and brand recognition
- Create content related to communication campaigns for Mainstream Media
- Create content related to marketing campaigns for Online & Social Media Platforms
- Create content for corporate and commercial needs
- Identify needs per market and build content accordingly
- Ensure all-around consistency (style, fonts, images and tone)
- Collaborate closely with departments in the company to support communication content needs

### **The Content Marketing Specialist should have the following:**

#### Qualifications

- 3-4 years' working experience in content management & marketing
- Work experience as a content writer, copywriter
- Portfolio with previous work
- BSc preferably in Marketing, Communications or Journalism
- Excellent communication skills, both written and verbal in Greek and English
- Familiarity with marketing technologies and trends
- Excellent knowledge of MS Office

#### Personal attributes

- A passion for writing and creating quality content
- Ability to perform under pressure & tight deadlines
- Flexibility and team spirit
- Positive attitude, detail oriented with good multitasking and organizational ability

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