

1. DIGITAL ACCOUNT MANAGER

Μέσο:DAILY FAX

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Minos EMI, A Universal Music Company is looking for a

DIGITAL ACCOUNT MANAGER

to oversee the day-to-day online activities for its Roster.

This position is responsible for participating in the creation, organization and execution of marketing promotions across all areas of the digital landscape. This person will focus on account management (on all digital BSPs), organization and execution of digital marketing plans, social media and paid media strategy, CRM execution, new technology opportunities, influencer marketing, respective digital insights and data measurement, and more.

The right candidate will have connections within the local artist community and will have excellent interpersonal skills for nurturing and leveraging relationships with the artists and their management teams. He/She will also work seamlessly across all departments when needed (Branding, Legal, Publicity, A&R, International, Live Branding Promo etc.).

JOB FUNCTIONS:

The ideal candidate should be able to:

- Handle the account management, and day to day optimization for all digital partners of the label (included but not limited to Spotify, Apple, YouTube etc)
- Participate in the development of digital marketing plans & campaign strategies to successfully grow music streams, downloads, video views, social media engagement, and an overall digital creative vision for superstar, established and emerging artists
- Prepare & analyze marketing summaries across all online properties, to Project Manager and others as needed; ensure audience development and growth with measurable positive online engagement
- Evaluate the effectiveness of campaigns in order to inform future campaigns based on insights and data
- Construct & maintain engaged fan communities and build email marketing lists, while measuring results effectively & identifying

points that need improvement or adjustment

- Adapt effective media plans based on digital budgets.
- Create custom audiences, book and optimize campaigns in Facebook, Spotify, Instagram, YouTube, Twitter, Google Adwords and more.

JOB REQUIREMENTS:

Skills/Abilities

The ideal candidate should be:

- An organized critical thinker. Passionate, kind, and extremely creative.
- Innovative, punctual, organized, detail-oriented and resourceful. Must be able to prioritize, multi-task and work under pressure, on short deadlines, and across multiple active artist campaigns.

The Ideal candidate should have:

- Experience in Google Adwords, Facebook Business Manager, Twitter, Instagram, YouTube, Spotify and more.
- Quantitative/Analytical skills including experience with account

management

- Exceptional written and verbal communication skills in both Greek and English
- Full understanding of music landscape, with connections and proven track record for working with artists in all stages of their career.
- Knowledge of CRM tactics a plus. Desire to learn and always grow is an even greater plus.

REQUIRED EXPERIENCE:

- Must be tech savvy with deep understanding of current & forthcoming technologies
- Experience with cross-promotional marketing and branding
- Experience with influencer marketing strategy
- Proven experience on digital account management is a must

EDUCATION:

- Bachelor's Degree and or equivalent experience.
- Digital marketing certifications a plus.

Send your CV at: infogreece@umusic.com