1. DIGITAL CAMPAIGN SPECIALIST

Μέσο: . . . . DAILY FAX
Ημ. Έκδοσης: . . .19/10/2021 Ημ. Αποδελτίωσης: . . .20/10/2021
Σελίδα: 4

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vrisko.gr

DIGITAL CAMPAIGN SPECIALIST

Overview

Vrisko.gr (member of the 11880 group), the leading digital solutions agency for Small and Medium Business with over 13.000 customers, is seeking Digital Campaign Specialists to join our growing team. The Digital Campaign Specialists will be responsible for implementing the digital strategy and handling the Google ads and social campaigns of our clients and digital products.

Responsibilities
- Develop strategic digital plans based on clients' marketing goals
- Create, manage and optimize Google Ads, Facebook & Instagram campaigns on desktop and mobile environment
- Research and manage keywords, maintaining conversions
- Set up remarketing lists and conversion tracking
- Provide creative copy suggestions
- Provide clients with regular reports and updates on campaign progress

Skill and Experience:
- 2+ years of experience with Google Ads ad auction, bid and optimization strategies for CPC, CPA and CPM campaigns, as well as Facebook platform & Facebook Business Manager
- Strong understanding and handling of Google Analytics and Facebook reports

- Team player with strong interpersonal and communication skills
- In depth knowledge of managing performance based campaigns and conversion tracking
- Google Ads Certification for Search, Display, Shopping, Google Analytics required
- Knowledge of API bid management systems (Matchcraft, Kenhsoo, Acquisio, e.t.c.) and Facebook Blueprint certification will be appreciated
- Bachelor's degree in Digital Marketing or relative field

Vrisko.gr Offers:
- Competitive salary and performance based rewards
- Excellent working environment
- Continuous training opportunities
- Great opportunities to grow your technical skills

If you feel that you are someone who meets the aforementioned requirements, please send your CV to **digital@vrisko.gr** with **Ref Code DCS01**