

Marketing Coordinator

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Location: Athina

Category: other-general

LMWs seeking a dynamic and highly motivated **Marketing Coordinator** on behalf of a leading B2B Company, in the sector of scent marketing.

Responsibilities

Assist in managing social media accounts by scheduling posts, monitoring engagement, and responding to comments when needed, and after communicating with the Marketing team

Support content distribution across multiple platforms and channels

Assist in organizing and coordinating marketing events, webinars, and other promotional activities

Collaborate with the team to gather data and insights for regular reporting

Help uphold the brand image by ensuring consistent communication across various channels

Support the implementation of promotional strategies and campaigns

Support the collection of customer feedback through forms, surveys, and email communication

Handle communications with third-party vendors and agencies under the guidance of the Creative Director/CMO and report directly to them

Stay up to date with industry trends and digital marketing best practices

Απαραίτητα Προσόντα:

Requirements

Bachelor's degree in Marketing or relevant field

2+ years of experience as a Marketing Coordinator or similar role

Knowledge of traditional and digital marketing tools

Experience with research methods using data analytics software

Excellent knowledge of MS Office tools, including MS Excel

Experience in Marketing and Business tools such as HubSpot, Canva, Adobe Photoshop, Google docs, Google drive etc.

Personal Traits

Excellent communication and presentation skills

Strong organizational skills and detail oriented

Ability to multitask and prioritize effectively

Ability to work independently and as part of a team

Παροχές:

The company offers a competitive salary package, mobile phone, laptop and the opportunity of working in a constantly growing and modern environment, with career development prospects.

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