

Marketing Executive

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Location: Athens

Category: other-general

The role

This position is based in Athens and reports directly to the Marketing Manager. You will be responsible to develop, implement, track and optimize digital marketing campaigns for our clients across all digital channels.

Responsibilities:

Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns

Design, build and maintain our clients' social media presence

Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

Identify trends and insights

Support and execute marketing campaigns

Key Skills:

Search (SEO): Local, Regional, Country, Image, Video, Indexing

Website: Site Structure & Internal Linking, Technical SEO & Structured Data Markup

Content: SEO Copywriting, Email Marketing, User Generated Content

Social: Facebook, Twitter, YouTube, LinkedIn, Google+, Instagram

Paid ads: Google Adwords, Affiliate, Display Ads, Email, Mobile Ads, Remarketing, Search Engine Ads, Social Media Ads, Video Ads, Dynamic Ads

Strategy: Google Analytics, Competitor Research, Dimension & Demographic Insights

Απαραίτητα Προσόντα:

Bachelor's degree in marketing, business, or related field

High track record of at least 2 years

Thorough theoretical & practical knowledge of Google and other key search engines

Excellent on-site/technical optimisation knowledge & skills

Excellent off-site optimisation knowledge & skills

Excellent project management, communication and collaboration skills

Demonstrated capability and motivation to thrive in a fast-paced, demanding environment

Data-driven and results-oriented

Fluent in English

Παροχές:

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