

Marketing Manager

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Company: Celestino

Location: Athens

Category: other-general

Celestino counting decades of successful presence in the fashion industry, offers high quality clothes, accessories, and home items at unbeatable prices. Focusing, mainly on the customer, the company has managed to earn both the love and the loyalty of the Greek market increasing the number of new customers and maintaining the loyal ones. The company's determination to focus on innovation and ability to constantly develop to adapt to the industry's shifts, brought the brand to the top of the Greek market, making Celestino (in 2021) #1 Greek fashion e-shop.

With over 50 stores in Greece, a mission that focuses on customers' satisfaction and an impressive web presence, and values that concentrate on the highest professional standards and a healthy working environment, Celestino manages to perfectly combine the modern and approachable image of high street fashion brands with the quality of luxury ones.

About the role

We are looking for a Marketing Manager at Celestino to be responsible for overseeing and implementing marketing strategies that drive brand awareness, customer engagement, and sales growth. You will lead a diverse team comprising graphic designers, content creators, social media specialists, and studio personnel. Your role will encompass planning, executing, and optimizing marketing campaigns while ensuring alignment with the company's brand identity and business objectives.

Strategic Planning: Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals, target audience, and market trends.

Team Leadership: Manage and mentor the Digital Marketing team (Graphic Design, Content & Social Media, Studio) to ensure cohesive teamwork and high-quality deliverables.

Content Creation: Oversee the creation of engaging and visually appealing content for various marketing channels, including social media, email marketing, website, and print materials.

Social Media Management Manage the social media strategy, including content calendars, influencer collaborations, and monitoring social media performance.

Visual Branding: Ensure consistent and on-brand visual elements across all marketing materials.

Studio: Coordinate daily photoshoots in the in-house studio, ensuring product images meet high-quality standards and are delivered on time.

Campaign Execution: Plan and execute marketing campaigns, promotions, and events to drive customer engagement, sales, and brand loyalty.

Budget Management Manage the marketing budget effectively, tracking expenses, and ensuring cost-effective strategies.

Market Research: Stay updated on industry trends, competitor activities, and consumer behavior to adapt marketing strategies accordingly.

Analytics and Reporting Monitor and analyze marketing performance metrics, providing insights and recommendations to optimize strategies and campaigns.

Requirements

Bachelor's degree in Marketing, Business, or a related field.

Master's degree preferred.

Minimum of 8 years work experience in fashion retail marketing, with at least 3 years in a leadership role.

Proficiency in digital marketing tools, social media platforms, and analytics.

Ability to work collaboratively in a fast-paced, cross-functional environment.

Deep understanding of consumer behavior, fashion trends, and supply chain dynamics.

Demonstrated ability to lead and mentor a team.

Strong problem-solving skills and the ability to make decisions under pressure.

Excellent communication skills, both written and verbal.

Creative thinker with a keen eye for fashion and design.

Benefits

Competitive salary

Private Health Insurance program

Ticket restaurant

Mobile phone

Employee discount on Celestino products

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