

## Marketing Specialist

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Company: Softone Technologies S.A.

Location: Athens

Category: business-and-financial-operations

**SOFTONE** is one of the largest cloud-based business software providers in Greece and SE Europe. The Group consists nine leading brands (SoftOne, UNISOFT, PROSVASIS, Regate, IMPACT, cosmoONE, Global Sustain Technologies, Sunsoft and Twinsoft) , employs more than 700 professionals and counts more than 60,000 active customers. SoftOne is a pioneer in offering multi-tenant cloud-based ERP since 2008 in the SEE region and has since evolved to a 360o solution provider, addressing end to end digital transformation by offering cutting-edge technological products and platforms. Beyond Greece, where the company is a market leader, SoftOne is expanding aggressively through organic growth and acquisitions in the SEE market, with staffed offices in Bucharest (RO), Sofia (BG) and Limassol (CY).

SoftOne is seeking a skilled **Marketing Specialist** to join our dynamic team.

### Your Role

As a Marketing Specialist you will support the Marketing Department in its primary and administrative duties, assisting in organizing campaigns and developing marketing strategies.

Your role and skills will be key to the success of the team!

### Your contribution to the success of the team

Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities

Work alongside senior managers on special projects such as lead generation, content

creation, contests, promotions, etc.

Develop profitable promotional campaigns across all channels

Work collaboratively with product and marketing teams to develop omni channel promotions, events and product launches

Support internal communications, through newsletter and other channels, to promote cross-team working and drive staff engagement

Assist in the creation of branding and advertising materials

Provide support for marketing events and exhibitions as required

Prepare tactical marketing reports and presentations

Assist in the maintenance of company websites content and social media accounts

Monitor and reports on competition's marketing activities

### **Your Superpower**

3-5 years of experience in marketing departments

Bachelor's Degree in Marketing or Communications

Strong written and verbal communication skills

Be a good team player

Attention to detail, accuracy and ability to manage multiple priorities

Organizational and time-management skills

Ability to deliver high quality work under tight deadlines

Excellent command of English language

### **Nice to have:**

Master is a plus

### **Your Benefits**

We are growing our team with the vision of having top performers who contribute to the growth of the company. As a result, we offer:

Competitive remuneration package

Private health insurance & pension plans

Hybrid working model & flexible working hours

Opportunity to work alongside experienced people who are always eager to mentor

♀ Bike Sharing company's program

Funded training & development opportunities

Subsidized onsite high quality catering food services & snacks

♀ Psychological and Nutrition Support services

**Our core values and competencies define us every day and make us stand out:**

We innovate

We are reliable

We focus on growth-development

We care about people

We approach our work on a systematic & organized way

Do you feel excited about the above? If, so, apply to this job opportunity

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