



Digital Account Manager

Care Direct is a multinational agency with offices in Greece, Middle East (Dubai, Kuwait, Qatar, Saudi Arabia, Egypt) and the Balkans, that **specializes in harnessing Data insight to promote and develop customized applications**. To accommodate the rapid growth of our Digital Marketing department, we seek to recruit an experienced **Digital Account Manager** for our offices in Athens, Greece to cover internal or external projects.

Job Description

- Build long-term relationships with external or internal clients
- Investigate and determine clients wants and needs
- Plan and implement digital strategies for clients including content & ad campaigns
- Optimize web content to improve SEO
- Community management
- Manage newsletter campaigns
- Present and train on social media strategies to clients
- Analyze the effectiveness of digital campaigns focussing on conversion
- Recommend, design, and implement digital projects to increase their ROI
- Set up a list of KPIs to track for each client
- Prepare and present reports on their progress
- Run the above for the internal company projects & help on business development.

Main platforms we operate on: Meta Business Suite, Google analytics, Google ads manager, LinkedIn, Hootsuite, WordPress CMS

Qualifications

- Must have at least 3 years of experience working in digital marketing
- A Bachelor's or associate degree in digital marketing, marketing, journalism, or communications.
- Superior English written and verbal communication skills
- Social Media & Web enthusiast
- Proficient in using and managing website content management systems (CMS) and Social Media tools.
- Demonstrated creativity and ability to map out a social media marketing strategy and then drive that strategy proven by testing and metrics.
- Ability to jump from the creative side of marketing to analytical side, able to demonstrate why the ideas are analytically sound.
- Ability to work under pressure in a fast-paced, deadline-driven environment.
- Highly motivated, responsible, results-oriented and a strong team player.

Nice to have:

- Influencer marketing knowledge
- Professional experience with Digital Advertising (Social Media & Google)
- Google or MOOC Certifications (Ads, Analytics etc.)
- Knowledge of graphic design or video editing
- Experience with CMS platforms
- Basic front-end coding skills (html & CSS)

What we offer:

- Competitive salary, depending on candidate's profile and experience.
- Modern, bright and spacious facilities.
- A friendly working environment comprising of young, enthusiastic, multi-national staff.
- Opportunities for professional learning and growth (training, seminars etc.).

Please send your CV to:

georgakopoulou.j@cairect.com

Mrs. Jenny Georgakopoulou (HR Manager)