

Junior Digital Marketing Manager

If you're drawn to the dynamic world of entrepreneurship and startups, Startup Greece offers an ideal environment for you to flourish. Here, your passion for innovation and your entrepreneurial spirit will find fertile ground, as you collaborate with like-minded individuals and contribute to the vibrant startup ecosystem.

Position Summary: As a Junior Digital Marketing Manager at Startup Greece, you will be responsible for implementing our digital marketing strategy with a focus on various platforms and campaigns. Your tasks will include developing and executing innovative digital marketing and sales plans across social media platforms like Facebook, Twitter, Instagram, LinkedIn, and Google+. Additionally, you will create profitable ads on Google (Search & GDN) based on the digital marketing strategy, utilize analytics and measurement tools to generate reports on metrics, and continuously improve performance through testing and new initiatives. Managing specifically allocated budgets and creating internal reports and creative remarketing campaigns will also be part of your role.

Key Responsibilities:

- Develop and implement innovative digital marketing and sales plans.
- Create posts on various social media platforms
- Utilize analytics and measurement tools to provide metric reports.
- Continually optimize metrics through testing and new initiatives.
- Successfully manage specifically allocated budgets.
- Develop creative remarketing campaigns and newsletters.

Requirements:

- Academic knowledge of digital marketing, marketing, communication, or another relevant field.
- Excellent writing and communication skills.
- Strong organizational and analytical abilities.
- Proficiency in Microsoft Office (Word, PowerPoint, Excel), Google AdWords, and Wordpress.
- Good knowledge of Social Media platforms and other channels (Facebook, Instagram, Twitter, Tiktok, Youtube)

Performance Objectives:

- Successful execution of digital marketing plans.
- Achievement of key performance metrics for ads and campaigns.
- Timely and insightful metric reports for analysis.
- Improvement in campaign performance through optimization.
- Effective A/B tests leading to data-driven decisions.
- Engaging remarketing campaigns and newsletters.

Key Performance Indicators (KPIs):

- Percentage of digital marketing plans executed successfully.
- Improvement in key performance metrics for ads and campaigns.
- Frequency and quality of metric reports provided.
- Adherence to allocated budgets and cost-effectiveness.
- Engagement metrics for remarketing campaigns and newsletters.

Our Offer:

- Opportunities for self-responsibility and decision-making.
- Work in a young international team.
- Flexible timetable to accommodate personal needs.
- Participation in events and NGO meetings.
- Regular feedback and mentorship.
- Experience and knowledge sharing opportunities.
- Training on various subjects and programs to enhance skill set and professional development.

About Startup Greece:

Startup Greece is a non-profit, non-governmental organization founded in 2015 by a group of young people who love entrepreneurship and technology. We encourage, support, unite and connect entrepreneurs, scientists, students, the unemployed and social ventures. We provide the tools they need to create innovative projects, i.e. sharing local economies. We encourage them to stay in the country and picture the future optimistically.

At SG we are proud to have Diversity and Inclusion at the center of everything we do. We are committed to Equal Employment Opportunity regardless of race, color, national origin, ethnicity, gender, age, disability, sexual orientation, gender identity or religion. For more information on SG, visit us at www.startup-greece.org. To keep up with SG news, follow us on [LinkedIn](#), [Instagram](#) and [Facebook](#)!



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