

Digital Marketing Expert, Sustainability Trainings

Description:

As part of the Marketing team the Digital Marketing & Events Specialist will plan, develop and implement new marketing strategies and approaches and will drive engagement and business growth. This role is full-time with part of the responsibilities to be coordination & promotion of training programs of CSE, as well as registrations target achievement. The ideal candidate for this role will be a creative, collaborative marketing and communications professional with experience in digital tools, social media marketing, blog writing, campaign design / execution and measurement, as well as in events planning and management.

Qualifications:

- * Bachelor's degree with Digital Marketing basics.
- * Up to date Digital Marketing certifications.
- * 3-5 years professional experience in digital Marketing and promotion of events.
- * Excellent knowledge of blog writing and e-mail campaign design in the field of Sustainability.
- * Good knowledge of Social Media (e.g. Google Analytics and FB Ads).
- * Good knowledge of managing clients and administration – operations.
- * Fluent in English language (writing) with proven experience.
- * Excellent presentation and communication skills.
- * Be enthusiastic and able to work in a high-paced environment.

Theoretical if not practical knowledge of Sustainability is considered a must.

Contact:

Initially contact Prof. Eric Soderquist by e-mail (soderq@aueb.gr), attaching your CV.