



## ATHENIAN BREWERY

At Athenian Brewery we value our people and their capabilities. Our goal is to provide them with opportunities to further develop their skills in new challenging areas.

In this respect, we are looking for candidates for the position of

### Digital Media Specialist

#### Job Purpose:

The Role of Digital Media Specialist reports to Media & Digital Manager and is tasked to own end-to-end strategy and evaluate cutting edge digital marketing campaigns. We are looking for an individual with experience in paid biddable platforms, display advertising and expertise in manipulating and analyzing large data sets to drive maximum business value.

S/he must have the ability to view/monitor the implementation of the digital media campaigns in the most efficient way and optimization perspective so as to ensure optimum RoAS.

#### Key Accountabilities:

- Own the strategy in driving growth via paid digital marketing channels
- Ensure digital campaigns are delivered effectively, to deadline and deliver against business & campaign objectives
- Monitor the effectiveness of campaigns and after liaise with the Media and Digital Manager decide on the next steps and give feedback to the media agency, where necessary for optimizing revenues.
- Cross functional collaboration with Marketing, Trade & PR teams to understand the business issues and along with the Media & Digital Manager define the associated media objectives
- Liaise/support the Media and Digital Manager in the strategy of iDDM, OCO (on-going campaign optimization) so as to meet the Media Guidelines of Heineken Global
- Work with media agency to define best practice for brand metrics and results testing and validation, including on-going value delivery.
- Advice creative agency in terms of the digital materials
- Manage the design or redesign of the brands' digital and social media assets, improving performance, in direct cooperation with respective brand teams.
- Stay up to date on the latest industry developments, particularly the ones related to media buying

#### Candidate Profile:

- Bachelor degree in relevant subject Marketing, Digital Marketing, Business or other related discipline
- 3-5 years in digital media marketing role
- Excellent communication and strong analytical skills, ability to work effectively within teams as well as independently
- Demonstrate experience in digital and social media platforms and technologies
- Agile interpersonal communication and problem solving skills
- Data-driven and highly analytical mindset
- Excellent Knowledge of MS Office especially Excel, PowerPoint.
- Excellent verbal and written communication skills in Greek & English





***Subject: MDS919***

A meritocratic assessment and selection process will be managed, providing all applicants with equal opportunity and confidentiality

