



MINDSHARE

Mindshare seeks to recruit a Performance Marketing Group Director. He/ She will lead an experienced Performance Team and will report to Deputy General Manager.

Key Responsibilities:

- Guide, advise and inspire the team in regards to strategy and execution
- Liaise and build strong relationships with client. Act proactively and advise them in regards to strategic issues.
- Ensures best practice and innovation in all activities

Education and Work Experience Requirements:

- A minimum of 10-12 years of working experience on Performance Marketing. Number one priority is Google Ads product solutions in performance and e-commerce clients and projects
- Experience on Meta, TikTok, Bing & Apple Search Ads is also a requirement
- Knowledge and understanding of Google Analytics 4, to be used for deep dive data analysis and campaign optimisation
- Strategic mindset, focused in constant evolution and result driven improvement
- Bachelor's or Master's degree in Marketing or Economics or other related fields
- Excellent knowledge of MS Office product suite, Excel and Powerpoint in particular
- Excellent knowledge of English, with the ability to write and present in English if necessary

Benefits:

- A competitive package, matching the candidate's skills and experience
- Private medical health insurance
- Access to the best global knowledge resources & training
- Great working environment

*If you are interested, please forward your resume to:
Careers@mindshare.gr*