



We are looking for
a Performance Marketing Specialist,

innovative thinker and results driven to join ZenithOptimedia Digital Team in Greece.

The Performance Marketing Specialist will handle Group's global and local market accounts. Daily tasks include but are not limited to optimizing paid search, paid social and display campaigns, performance marketing and remarketing campaigns. Hands on knowledge on Programmatic Buying will be considered a strong asset.

The ideal candidate will have a minimum 2 years of experience and should be able to adapt and learn how to handle new advertising platforms quickly.

RESPONSIBILITIES

- Day-to-day optimization on Paid Social, Search, YouTube, GDN and Programmatic Buying
- Fluency at ad copywriting, testing and campaign optimization
- Budget and KPI's forecasting across all advertising platforms
- Handling Facebook Business account, AdWords and DoubleClick Bid Manager
- Knowledge of Performance Marketing and implementation is required for e-commerce campaigns
- Analyze data, monitor, and communicate campaign performance and test results to team leaders
- Proficient use of Google Analytics and other measurement tools
- Create performance reports for campaigns and ensure campaigns are staying within established key performance metrics and budget

QUALIFICATIONS & SKILLS

- A Bachelor's degree. Masters' Degree on relevant field will be considered an asset
- Presentation and training skills
- Proficient in English
- Strong skills in Excel
- Experience with affiliate marketing, remarketing/retargeting campaigns, and display advertising
- Experience in large scale product/campaign launches and in handling major brands accounts
- Ability to learn and adapt to new emerging technologies
- Google Certificates will be considered an asset
- Ability to work under pressure and tight deadlines
- Emphasis on detail

Should you be interested please send your cv in:
recruitment@zenithoptimedia.gr