

# EduTailors

Greece

## Marketing Manager

EduTailors - Αθήνα

[Αίτηση τώρα](#)

- Works closely with other corporate departments and campus operations, identify areas for improvement
- Serves on cross-functional teams as necessary
- Works closely with the Corporate Communications department to ensure advertising and marketing strategies are in line with corporate communications plans and regulatory requirements
- Plans, conducts, and evaluates research that will provide insight and direction to marketing plans, new programs introductions, new market openings, brand strategy, etc.

### Basic Qualifications

The candidate should:

- Have BS in Communications, Marketing, Business, New Media or Public Relations
- Have proven working experience in social media marketing or as a digital media marketer
- Have excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Have demonstrable social networking experience and social analytics tools knowledge
- Have adequate knowledge of web design, web development, CRO and SEO
- Have demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Have experience in setting up and optimizing Google AdWords campaigns
- Have knowledge of online marketing and good understanding of major marketing channels
- Have positive attitude, detail and customer oriented with good multitasking and organizational ability
- Be up-to-date with the latest trends and best practices in online marketing and measurement
- Have strong analytical skills and data-driven thinking
- Be proficient in English (Proficiency of Michigan or [Cambridge](#))
- Have advanced skills in MS Office (Excel, PowerPoint and Word)
- Be detailed oriented and disciplined
- Be very savvy in MS Excel

### Preferred Qualifications

- Highly creative with experience in identifying target audiences and devising digital campaigns