



REQUIREMENTS

- A minimum of 3 years of proven experience in a similar role, ideally within an advertising or digital marketing agency
- Strong understanding of social media platforms, trends, and analytics tools
- Exceptional content creation skills with a creative and detail-oriented mindset
- Excellent written and verbal communication skills in both Greek and English
- Develop and execute comprehensive social media strategies aligned with business goals and brand voice
- Manage and monitor all social media platforms
- Create engaging static and video content for various platforms, primarily Instagram and TikTok
- Track and analyse social media metrics to assess performance and identify improvement opportunities