

Junior Marketing Executive

The position:

We are looking for a talented Junior Marketing Executive to undertake marketing projects for the benefit of our company. As a Junior Marketer you will get involved in creating and running marketing campaigns. You will assist the marketing team by performing a variety of tasks, such as creating content for social media, writing ad copy, defining target audiences for different marketing initiatives, proofreading and editing marketing materials, setting up email campaigns, etc.

Responsibilities

- Assist with tasks needed to keep the projects and campaigns running smoothly
- Support the production of marketing materials
- Update advertising copy, reports, and presentations
- Conduct market research to define target audiences for different products/services and create buyer personas
- Perform competitor analysis to identify industry best practices that will help us optimize existing campaigns and ensure the success of future ones
- Produce and edit content like social media posts, videos, and webinars
- Monitor social media activities to assess the public's perception of the company's brand
- Write email subject lines, QA email copy, and set up email campaigns
- Track projects and team activities and assist in standardizing marketing materials

Requirements

- Bachelor's degree in Marketing, Digital Marketing or Business Administration
- Minimum 1 year of experience in Marketing or Business Administration
- Thorough knowledge of strategic planning principles and marketing best practices
- Understanding of Google Ads and Google Analytics
- Familiarity with social media and web analytics

All applications will be treated with strict confidentiality!

Job Type: Full Time

Job Location: Larnaca