**Estee Lauder Hellas S.A. is seeking to recruit a person for the position of: Digital Coordinator**

**Position directly reports to: Corporate Digital Manager**

**Job description**

He/ She will develop the brand’s digital footprint by amplifying brand’s mission, philosophy, image & strategy. He/ She will oversee the creation, planning, development, implementation and successful execution of digital-marketing calendars for brands in the market, together with Online & Brand teams

**He/ She will be responsible for:**

* Conducting briefs for adverting and digital agency
* Coordinating the agency for the setup, execution, monitoring and evaluation of the digital campaign
* Identifying available assets for all media platforms and preparing adjustments
* Monitoring digital KPIs and preparing meaningful reports and actionable insights. Providing competitor analysis on a regular basis
* Analyzing insights from digital tools (eg analytics, Social Bakers, Popular Chips etc) and proposing adjustments in digital strategy
* Identifying, gathering and communicating content to e-retailers (product images, descriptions, characteristics etc)
* Ensuring brand boutiques are state of the art and up to date with brand priorities
* Aligning brand marketing strategy with ecommerce activations / campaigns
* Staying up to date with all latest developments in the digital landscape
* Securing knowledge transfer to brands & digital mindset establishment

**Knowledge, Skills and Experience**

* University level education or equivalent
* 1-3 years of relevant work experience in Digital Marketing (preferably agency)
* Msc in Marketing and Digital Certifications/Diplomas will be considered as an asset
* Excellent writing & verbal communication skills (English, Greek)
* Excellent MS Excel user
* Huge passion and interest in Digital Media and Performance Marketing

**Personal Characteristics**

* Strong analytical skills, problem-solving & prioritization skills
* Ability to handle a multitude of projects and issues at one time
* Enthusiastic, Ambitious, assertive, go-getter with an eye for details
* Team player and very good interpersonal skills
* Strong sense of ownership
* Willingness to execute with excellence

In case you fulfill the above requirements, please send your cv to the following e-mail address: [cv@gr.estee.com](mailto:cv@gr.estee.com) indicating the code DC 0919