

NEOTEX S.A., a leading manufacturer of construction chemicals, is expanding and looking for a highly motivated **Digital Marketing Specialist** to join our dynamic team.

Key Responsibilities:

- **Develop and implement** comprehensive **digital marketing strategies** across platforms such as websites, social media, and email marketing to effectively reach and engage target audiences.
- **Create and oversee** digital content to **enhance social media presence and engagement**. Review the content calendar and ensure timely publication.
- **Plan and optimize** digital marketing campaigns across various platforms.
- **Coordinate and execute** marketing campaigns in **partnership with external media and digital agencies**, ensuring alignment with company objectives.
- **Update and maintain** the company website, ensuring **SEO optimization** and a **user-friendly experience**.
- **Collaborate** with departments including **Marketing & Technical Support, Sales, and HR**, to produce **compelling content** for various campaigns.
- **Track and analyze** digital performance metrics and traffic data, providing **insights and regular reports** to inform strategy.
- **Manage the production** of **animated videos** and develop concepts for **new campaigns**.
- **Stay updated** on **industry trends and competitor activities** to refine marketing strategies accordingly.

Qualifications & Skills:

- **Proven experience** in **social media management & content creation**, preferably in the **construction chemicals industry**.
- **Strong communication, organizational, and relationship-building skills**.
- **Strategic mindset** with adaptability, problem-solving abilities, and a **results-driven approach**.
- **Bachelor's degree** in **Marketing, Communication & Media, or a related field**.
- **Fluent in Greek and English**.
- **Graphic design skills** will be considered as a plus

What We Offer:

- **Competitive salary package**
- **Performance bonus**
- **Collaborative and professional work environment**
- **Career development opportunities** to support your professional growth