

Job Title: Marketing & Social Media Coordinator

Location: Limassol

Reports to: Chief Operating Officer

Job Overview:

We are seeking a highly organized individual to coordinate between our company's internal teams, external partners, and the group's companies. This role ensures timely communication, follows up on leads, and tracks ongoing initiatives with our digital marketing agency and other departments. You will be the key point of contact for updates, helping streamline processes and ensure the smooth execution of marketing strategies and business operations.

Key Responsibilities:

- **Coordination:** Act as the primary liaison between internal teams, companies in the group, and our marketing agency.
- **Content & Calendar Review:** Oversee content calendar reviews, ensuring timely feedback and updates.
- **Lead Management:** Assist in lead tracking and follow-ups, ensuring timely responses and updates.
- **Business development and sales:** Identifying and qualifying potential clients or partners through networking, databases, referrals, and digital tools (e.g., LinkedIn, CRM platforms), managing final stages of the sales cycle and closing deals.
- **Event Support Tasks:** Pre-event planning and coordination, onsite event execution (when required) post-event follow-up and analysis.
- **Internal Updates:** Keep the agency and relevant departments informed about company updates, new policies, and initiatives.
- **Performance Tracking:** Review marketing performance metrics and communicate results to management.
- **Project Oversight:** Ensure all marketing and operational initiatives are executed on time.
- **Platform Management:** Oversee and updating regularly the Website and social media operations including posting, scheduling, and monitoring on platforms such as Facebook, Instagram, LinkedIn, and others relevant to our industries.

Skills & Qualifications:

- University Degree in Marketing, Communications, or a related field.
- 3-4 years' experience in corporate services or similar fields or on any of the above fields.
- Familiarity with social media platforms, trends, and web analytics (i.e. Google Analytics).
- Good understanding of market research techniques, data analysis and statistics methods.
- Excellent use of the social media.
- Excellent knowledge of both oral and written Greek and English language.
- Be self – driven, reliable and willing to take initiative and responsibilities.
- Creative thinker with strong attention to detail.
- Strong organizational and communication skills (written and verbal).
- Basic understanding of digital marketing and lead management.
- Ability to manage multiple tasks and deadlines.

The working hours are 8:00 – 17:30 Monday to Thursday with 1 hour break, 8:00-14:00 Friday.

What We Offer:

- Competitive salary and benefits package based on qualifications and experience.
- A collaborative and dynamic work environment.
- Opportunities for professional growth and development.

Submission of applications no later than 22nd of June, 2025.

Applications and CVs to be submitted to: office@alexandrougroup.com

Only successful applicants will be contacted. All applications will be treated in strict confidence.