

## **ARE YOU FASCINATED BY THE DIGITAL CONTENT WORLD?**

**Then you have an opportunity to work with IMCG Group and enhance your career while developing IMCG Group positioning**

**IMCG GROUP is looking for an energetic and knowledgeable Digital Content Marketeer / Digital PR Specialist**

**IMCG** is a group of highly specialized companies in marketing communication sectors. Our philosophy is to build competitive advantage and deliver value for the brands. We work hard and we give to our clients the perspective to build and expand the business locally and internationally. Since 2002 IMCG's experts focus on the big picture. We combine strategic thinking, data driven media insights and creativity in order to achieve "Response Optimization.

**IMCG Group is the Meaningful Partner".**

[www.imcg.gr](http://www.imcg.gr)

### **Responsibilities**

- Create and execute a digital content calendar that promotes IMCG brands values (**Ira Media, Max Media, The Ad Store, Leadmark, 3D Media**)
- Produce online content for blog / LinkedIn and social media (monthly surveys / trends / product, USPS, customer success stories, interviews etc.)
- Hands on Sponsoring Content to Audiences
- Prepare targeted press releases and distribute it accordingly
- Organize online sessions / discussions with key market stakeholders that drive knowledge exchange and networking
- Project management for creation of new on line properties
- Prepare simple design elements for content needs and or brief design for new digital creatives

### **Your demonstrated Skills should indicatively include:**

- Experience in Digital PR & Social Media for Brands / Services
- Exceptional Copywriting Skills & digital content storytelling
- Perfect communication skills, influencing power
- Chasing greatness in detail
- Understanding of key analytics figures, what works and what is not
- Team spirit yet willing to take initiatives and show intrapreneurial spirit.

**Do you feel you have the above and you need an opportunity to work full time or part time with a developing company in the media sector?**

**If the answer is YES, then please send us your CV to the following e-mail address [hr@imcg.gr](mailto:hr@imcg.gr) until 21 of December.**