

# Applications Administrator

<b>Job ID:</b>	2011-1231	<b>Location:</b>	Athens
<b>Position Type:</b>	Permanent Full-Time	<b>Category:</b>	Marketing & Public Relations

## More information about this job:

### Overview:

### SUMMARY OF JOB PROFILE

#### **Job Description:**

The application administrator is responsible for implementing the campaign structure of international mobile marketing campaigns utilizing the company's proprietary platform. He/she works closely with the campaign managers to set up and monitor each campaign, configuring and optimizing both the structure and the content and reviewing the performance of the campaign. This is mostly a technical position, but interest in marketing and game design is preferred. There are often many campaigns running simultaneously, so the application administrator has to be able to work under pressure and on many projects at once.

The position will be based in Athens.

#### **Key Accountabilities**

- Configuring Upstream's proprietary platform for each campaign with campaign structure and content
- Meeting with the all relevant teams to discuss client requirements of the campaign
- Assisting the campaign manager to design and implement the campaign by providing clear insights on the platform's capabilities
- Assisting with campaigns from the design phase to completion, fine-tuning and optimizing the campaign's modules
- Monitoring campaign performance
- Contributing to the infrastructure upgrade efforts providing proposals/feedback on automation mechanisms, tools and procedures
- Working on several campaigns at once, under pressure and tight deadlines – while being flexible when required

#### **Knowledge, Skills and Experience**

- Very good educational background, preferably in the fields of information technology, statistics, computer science, or related field
- 1-2 years relevant work experience
- Excellent command of English and Greek language
- Advanced knowledge of MS Excel and experience with .csv files
- Experience working with online content management tools
- Basic SQL knowledge
- Knowledge of basic programming concepts

#### **Personal Characteristics**

- Quick learner

- Characterized by productivity, creativity and organization skills
- Attention to detail and strong sense of responsibility
- Ability to work effectively with many different work groups (Technology, Creative, Account management, etc.)

### **Salary & Benefits**

We offer a competitive base salary and benefits, directly dependent on the candidate's qualifications and skills. By joining Upstream you will be part of a young, creative and dynamic company undergoing rapid growth and transformation into a global market leader.

### **Options:**

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