

Campaign Manager_Upstream

The Campaign Manager is responsible for identifying, designing, planning, testing, delivering, monitoring and enhancing cross-channels marketing campaigns in line with business objectives. Your work will ultimately allow for Upstream's innovation to positively impact millions of consumers around the world.

The position is based in Athens-Greece.

Key Accountabilities

- Develop and execute a series of integrated, multi-channel marketing campaigns to generate direct revenue
- Create test plans and undertake market analysis for each campaign where appropriate
- Prepare and deliver pre-campaign briefings, provide the necessary information to the international copywriting team and lead the creative process to ensure each campaign is a success
- Work alongside the statistical team to ensure targets are met and take decisions around continuation or adjustment of campaign activity
- Drive campaign data segmentation and list selection
- Ensure all campaigns are delivered effectively, to deadline and deliver against business objectives
- Monitor the effectiveness of campaigns, implementing changes where necessary
- Provide detailed analysis and reporting of each campaign, including interpretation, commentary and recommendations
- Have a solid grasp on the data selected for each campaign and fully understand how that data is being used to support campaign and business objectives

Knowledge/Skills/Experience

- 1-2 years+ working experience. Experience in broad marketing or online marketing/ advertising would be a plus. So would experience in the broad area of software development and digital technologies
- Previous international work experience / work environment appreciated
- Possess out of the box thinking and an aptitude for written communication
- Experience with consumer marketing is a plus
- Understanding of Mobile and Web space
- Experience with content management systems, even if it's just a blog publishing tool
- Knowledge of SEO, PPC and general experience in online advertising is a plus
- Accountable and results-oriented with strong analytical and quantitative thinking
- Up-to-date with popular culture, new technologies and current trends
- Excellent command of the English language, knowledge of additional languages is a plus

Personal Characteristics

- Bright, ambitious, self-driven, hard-working and flexible
- Ability to work under tight deadlines and cope with pressure
- Able to perform under pressure and deliver results in a demanding and fast-paced environment that requires fresh thinking and innovation
- Excellent written and spoken communication skills
- Attention to detail

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.