

## Digital Marketing Specialist

### Location: Nicosia, Cyprus

We are leaders in the coffee sector operating successfully in 10 countries with a chain network of more than 480 coffee shops. We are real explorers and invest heavily in knowledge and innovation, as they are the driving forces behind our success. Our vision is to establish ourselves as international leaders and pioneers in the coffee world.

### Role Overview:

We are seeking a proactive Digital Marketing Specialist to enhance our brand's online presence and engagement through innovative strategies across multiple digital channels.

### Duties and Responsibilities:

- Develop and manage a monthly content calendar for digital platforms, including social media, website, and e-commerce aggregators.
- Create compelling, high-quality content for all digital channels, ensuring alignment with the brand's voice and messaging guidelines.
- Manage push notifications and Viber communications to effectively reach and engage our customer base.
- Monitor and respond to comments and reviews on digital platforms, addressing customer feedback promptly to maintain a positive brand image.
- Ensure that all brand assets, pricing, and product information are consistently up-to-date across all digital platforms.
- Track and analyze the performance of all digital channels and marketing activities, providing regular reports and insights to inform future strategies and adjust current efforts as needed.

### Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience in e-commerce platforms and social media marketing.
- Strong communication, creativity, and organizational skills.
- Experience with loyalty programs and customer engagement strategies.
- Proficiency in analytics tools (e.g., Google Analytics, social media insights).

### Benefits:

- Competitive remuneration package (13 salaries).
- Ongoing training and development opportunities.
- A modern, dynamic working environment full of challenges.

Please send your CV at [cv@coffeeland.com.cy](mailto:cv@coffeeland.com.cy), Ref. code «Dig.- Mark.2024»

All applications will be treated with strict confidentiality. After the screening of the CVs, we will contact the candidates who meet the profile's requirements to arrange an interview.

