

Digital Marketing Coordinator

Company Description

RevitUp is a holistic approach that aims to "rev up" hotels and enhance their profitability. We optimize revenue-generating channels, align team culture with common goals, decode competitive environments, and make smart choices. Our team supports businesses every step of the way, stays updated on market trends, and builds long-lasting trustworthy relationships.

Job Summary:

The Digital Marketing Coordinator is a full-time on-site position located in Heraklion Crete. The role is an entry-level position within our Digital Marketing Team, designed for individuals with 0-2 years of experience looking to grow in the hotel Digital Marketing field. The role involves supporting the team in various tasks assigned by the department's Head, with opportunities for skill development and gradual involvement in more complex projects based on performance. The team is responsible for developing and implementing digital marketing strategies, creating content for various digital platforms, analyzing and monitoring campaigns and strategies, and staying up to date on the latest trends in digital marketing.

Key Responsibilities:

- Create and execute social media content plans
- Plan and execute digital marketing plans
- Excellent copywriting and copy-editing skills
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Plan and execute all digital marketing, including SEO/SEM, social media, marketing database, email marketing
- Prepare online newsletters and promotional emails
- Experience with A/B and multivariate experiments
- Create monthly reports
- Monthly Strategic Meetings with clients
- Google Analytics Knowledge

Qualifications:

- Bachelor's degree or Final-year student
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)

Digital Marketing Coordinator

- Very good knowledge of English
- Communication skills with presentation convenience
- Highly organized
- Customer-centric approach
- Teamwork, responsibility, consistency, self-motivated

What We Offer:

- Competitive salary.
- Training and professional development opportunities.
- A collaborative and dynamic work environment.

Please send us your CV at hr@revitup.direct