



Digital Media Executive

At **TailWind**, we partner with marketers, agencies, publishers and retailers to help them cut through the complexity of digital transformation and accelerate their business fast forward through automated, data-driven marketing solutions.

TailWind, a **ThinkDigital Group (TDG) company**, is the exclusive partner of Sizmek - by Amazon, Xandr, and GlobalWebIndex in a big number of EMEA markets. To enable local retailers to create new diversified revenue lines **TailWind** has partnered with the world's leading retail media platform, CitrusAd.

Your Impact

As a **Digital Media Executive** at **Tailwind**, you will develop meaningful marketing campaigns according to clients' business KPIs and digital strategy. In this role, you will be able to manage several marketing platforms, lead internal performance projects, collaborate with our internal Digital Media & Commercial team, owning all digital acquisition outcomes.

The role requires a methodical, team-player and results-oriented professional who has outstanding project management skills and the ability to follow through on several projects.

The successful candidate will be based at Tailwind's Headquarters in Athens or Tailwind's Tech Hub in Patras.

Key Responsibilities

- Managing multi-channel advertising campaigns (Newsletter, Display, Social, Mobile, Affiliate, eCommerce).
- Tracking and optimizing the delivery and performance of advertising campaigns.
- Management of topics requiring basic knowledge of Internet technologies (PHP, JS, web programming).
- Communicating and supporting sales team & customers in achieving their goals.
- Active participation in the evaluation of new technologies and the design of products, services and solutions.

We're looking for someone who

- Holds Bachelor's degree in Computer Engineering, Electrical Engineering, relative specialization in Information Technology or Science.
- Has a good knowledge of MS Office.
- Speaks excellent English.
- Displays a relentless focus on improvement.
- Can prioritize and execute tasks in a fast-paced environment.

- Has completed military obligations (for male candidates).

It will be considered a plus

- Previous experience in digital advertising will be appreciated.
- Google Ads and Google Analytics Certified.
- SEO experience.

Benefits and Perks

TailWind company is part of **TDG**, recognized as a [Great Place to Work® for 2022](#). We are on a mission to boldly lead our people to where no one has gone before. Our people enjoy benefits that make them able to develop their careers and professional skills. We challenge ourselves to work with the best and most talented professionals and we want to offer a great place to work and thrive. We are offering:

- A competitive salary based on experience and skills.
- A budgeted training and professional development plan.
- A modern workplace environment, and the excitement of working closely with a successful, highly motivated, dynamic, and talented team.
- Heart Long Weekends! A paid-time-off throughout the year to enjoy life outside of work.
- Access to TDG's Library for professional development.
- Fresh fruits and the best selection of tea every day.

TailWind offers a hybrid working model. Team members all over the EMEA region currently can meet in person every other week. TailWind continues to grow our team by conducting a remote-first onboarding process.

You can apply for this job at the link [here](#).



TDG is certified as one of the great working environments in Greece for 2022. Read more [here](#)