

EPPC Albania, on behalf of its client, a *financial institution*, is currently recruiting a **Head of Marketing**.

Main Responsibilities:

- **Digital Marketing:** Oversee digital marketing efforts, including SEO, SEM, content marketing, social media, and email marketing, to drive online engagement;
- **Technology:** Use marketing technology tools (CMS, automation platforms, social media management software) to streamline and optimize campaigns;
- **Campaign Integration:** Ability to seamlessly integrate offline media channels with online marketing efforts to create a cohesive and impactful multi-channel campaign;
- **Strategy:** Develop and implement the overall marketing strategy in accordance with business needs/goals;
- **Budgeting & Planning:** Design annual and monthly marketing plans and budgets;
- **Execution:** Lead and execute all marketing campaigns/activities/communications, ensuring timely delivery and update, consistency and alignment with the company's brand guidelines;
- **Brand:** Develop, maintain, and protect brand's reputation and image to achieve strategic business goals;
- **Analysis:** Analyze and report on the performance of all marketing initiatives (online and offline), adjusting strategies as needed to improve ROI;
- **Reporting:** Prepare monthly financial reports, tracking marketing expenses and ensuring budget adherence;
- **Collaboration:** Lead and motivate marketing teams, and foster collaboration with internal stakeholders and external agencies.

Requirements for this position are:

- University degree on **Marketing or related field**;
- At least **3 years of experience in a managerial marketing role, with a focus on digital marketing**;
- Expertise in **SEO, SEM, content marketing, social media, and email marketing**;
- Experience with **data visualization tools, marketing automation tools, CMS, and SMM platforms**;
- Strong project management, leadership, and team collaboration skills;
- Data-driven with the ability to analyze marketing performance metrics;
- Adaptable with a curious mindset to explore new marketing opportunities;
- Excellent communication and presentation skills;
- **Very good knowledge of English.**

How to apply:

To apply for this opportunity, please send your CV through the following link: <https://aplikim.eppc.al>

You will be contacted by EPPC only if your CV will be qualified.