1. **POSITION TITLE**

DIGITAL MARKETING OFFICER

2. **KEY ACCOUNTABILITIES**

   1. Responsible for coordinating/publishing all website content and safeguarding user-centric design in line with the organization’s strategy and objectives.

   2. Administers the Web Content Management System and provides training/support to web editors.

   3. Leads the development of the social media strategy through competitive research, platform determination, messaging, audience identification and in coordination with all stakeholders.

   4. Creates social content plans in line with brand campaigns and events that continually grow our communities and promotes our content to resonate with target audiences.

   5. Monitors and analyses results and contributes to regular reporting and channel evaluations against specified KPIs.

   6. Leads the development of digital media proposals and execution of digital marketing campaigns in coordination with marketing officers/agencies.

   7. Advises the organisation on best practice on social channels.

   8. Participates in implementing new website functionality and executing the SEO strategy.

3. **ACADEMIC / PROFESSIONAL QUALIFICATIONS / EXPERIENCE / SKILLS**

   **Academic / Professional Qualifications**

   - Bachelor’s Degree in Marketing / Digital Marketing or a digital marketing / social media professional qualification.
   - Master’s Degree in Digital Marketing or other related field will be considered as an advantage.

   **Experience**

   - Proven working experience in a similar role for at least 5 years.
   - Solid knowledge of web and social media analytics platforms (Google Analytics, Facebook Business Manager, Facebook Insights, etc.) and social listening tools such as Brandwatch; ability to independently monitor and analyse communication campaigns with similar tools.
   - Experience working in financial services or similarly regulated environment will be considered as an advantage.
   - Experience in developing social media strategies, both for channel growth and for audience engagement will be considered as an advantage.
   - Hands-on experience with a Content Management System such as Wordpress.
   - Proven experience with organic SEO strategy and growing traffic.

   **Skills**

   - Strong analytical skills and data-driven thinking.
   - Strong presentation and data analysis skills.
   - Excellent communication skills.
   - Key team player.
   - Excellent oral and written English - including social-first copywriting skills.
   - Passion and understanding of the marketing industry and its best techniques
**HOW TO APPLY**

All applications will be received through the “e-Recruitment” system which is available on the Bank’s website [www.bankofcyprus.com](http://www.bankofcyprus.com) (Careers), by following the steps below:

- **Registration**

- **Profile submission:**
  - Electronic submission of personal /academic/ professional and other data
  - “Release” of the profile

- **Application for specific vacancies, through “Employment Opportunities” section:**
  - Job Search
  - Start
  - Select Job
  - Apply
  - Send Application (top, right hand side)
  - Send Application

**Additional Notes**

- Candidates who are interested in the specific position and have expressed their interest in employment in Bank of Cyprus in the past through the e-Recruitment system, are required to submit a new application (provided that they meet the criteria set).
- Only shortlisted candidates will be contacted.
- All applications will be treated with strict confidence.