



STAVROS
NIARCHOS
FOUNDATION
CULTURAL
CENTER

ΚΕΝΤΡΟ
ΠΟΛΙΤΙΣΜΟΥ
ΙΔΡΥΜΑ
ΣΤΑΥΡΟΣ
ΝΙΑΡΧΟΣ

Marketing & Communication Officer

Designed by the architectural firm Renzo Piano Building Workshop, the Stavros Niarchos Foundation Cultural Center (SNFCC) is a sustainable, world-class cultural, educational and recreational urban complex that includes the new building facilities of the National Library of Greece and the Greek National Opera, alongside with the Stavros Niarchos Park. It was constructed through a grant from the Stavros Niarchos Foundation and was transferred to the Greek State in February 2017.

SNFCC S.A. is a public benefit organization, responsible for the maintenance, operation, and management of the Stavros Niarchos Foundation Cultural Center and the Stavros Niarchos Park, while at the same time, developing its own cultural, educational and sports programming, open to all and free of charge, thanks to an exclusive grant from the Stavros Niarchos Foundation.

SNFCC S.A is an employer that provides equal opportunities, through prohibiting discrimination against employees or candidate employees regarding their race, skin color, religion, nationality, ethnic origin, gender, age, disability, marital status, sexual orientation or any other category protected by the law. SNFCC S.A ensures that all candidates will be treated equally with accordance to their qualifications and the conditions laid down by the law.

Job brief

SNFCC is currently looking for a Marketing & Communication Officer, reporting to the Chief Marketing & Communication Officer, to provide support in driving the organization's messaging across platforms, media and audiences.

The ideal candidate has at least five years of marketing and communication experience with in-depth knowledge of the traditional, digital and social media environment, who can grasp project requirements quickly, multitask, offer insight and deliver results.

Main responsibilities

- Contribute to the development and implementation of integrated marketing campaigns, PR and media plans and strategies for developing and disseminating content across traditional and social digital channels
- Liaise and network with a range of internal and external stakeholders, colleagues; and partner organizations
- Identify media and promotional opportunities both in Greece and abroad depending on the campaign
- Manage the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and utilizing digital formats via social media and the website
- Cultivate, maintain and expand working relationships with national and local media and individual journalists covering a broad field of issues (culture, arts, sports, education, the environment, architecture etc.)

- Through press releases and news stories, proactively work to secure media coverage for the SNFCC, by actively tracking and capitalizing on the news agenda
- Provide social media support as needed
- Write and proofread copy
- Liaise with designers and printers
- Organize photo shoots
- Arrange the effective distribution of marketing materials
- Maintain and update key stakeholder databases
- Organize and attend press and marketing events as needed
- Conduct market research
- Evaluate the effectiveness of marketing campaigns
- Support the Marketing and Communication department as necessary

Requirements

- A university degree in Media, Journalism, Marketing, Communication or related field. A post-graduate degree will be considered a plus
- Proven marketing and communication experience of at least five years. Knowledge of the arts journalism landscape will be considered a plus
- Excellent writing, editing and verbal skills in Greek and English
- Strong interpersonal skills
- High attention to detail
- Creativity
- Collaborative spirit
- Adaptability and ability to learn fast, multitask and take initiative
- Experience of working within a set of brand messages and identity guidelines
- Ability to coordinate multipronged projects
- Excellent time-management and organizational skills
- Ability to meet deadlines
- Excellent knowledge of MS Office
- Familiarity with social media as part of an integrated communication approach

Application process

- Application deadline is 12pm, March 22, 2019 (Athens time)
- In order to apply, please submit your CV and cover letter to jobs.marcom@snfcc.org
- All applications will be first assessed by an independent third-party human resources company and then interviews will ensue with the shortlisted candidates.