

## Vacancy Announcement

**Company Profile:** Balkan Finance Investment Group, BALFIN Group, is one of the most significant and successful investment groups in the Western Balkans region. Geographically, BALFIN Group is present in Austria, Albania, Kosovo, Bosnia and Herzegovina, North Macedonia, Montenegro and the Netherlands, employing approximately 6,000 people. The activities of the BALFIN Group comprise the development and management of real estate, retail, mining industry, banking, tourism, energy, logistics, etc. BALFIN Group is growing steadily, having a positive impact on the communities through economic development, employment opportunities, innovation and social investment.

**ACREM** is part of the Balfin Group specialized in providing Real Estate Management. ACREM is the managing company of TEG and QTU shopping centers. With a large network of professionals, ACREM offers a broad package of services such as: Financial Consultancy, Marketing, Leasing and Management.

**Job position:** Digital Marketing Specialist

**Department:** Marketing

**Location:** ACREM Headquarters

**Summary:** The Digital Marketing Specialist is responsible for developing the voice for all aspects of our company's online presence.

### Main Responsibilities:

- Creates, proposes and plans the social media presence on all the shopping centers channels such as: Instagram, Facebook, YouTube, LinkedIn, Websites, and Apps etc.
- Is aware and get continuous updates on the social media trends and strategies that boost the digital channels.
- Plans and organizes the digital campaigns in line with the shopping centers marketing plan and in cooperation with the marketing team/the marketing agencies; responsible for the advertising plan in all the channels (WEB, SEO/SEM, GDN, Adwords, Social Media).
- Generates leads as per the targets defined from marketing or other parties for all the digital channels.
- Generates reports and interprets KPI's for proposing measures on improving the performance.
- Coordinates and manages the content involving all the interested parties, tenants, other departments of the company etc.
- Monitors, measures and reports campaigns performance on daily basis vs the expectations agreed.
- Schedules the content and manages the respective advertising budget for achieving the digital channel objectives.
- Proactively proposes new solutions, activations and new ways for engaging the audience and improving the user's experience.
- Should identify new opportunities and ways for having the no.1 position in online awareness, get continues benchmark of the sector players, nationally and internationally.
- Responsible for implementing changes to online layouts based in usability and analytics.

**Competencies of the job position:**

- Have an innovative and disruptive mindset, constantly looking forward.
- Good communication and collaboration skills are needed to interact with team members and executive.
- Have the ability and the independence in decision-making within the competences of the position.
- Relevant technical knowledge or experience may include e-commerce, digital marketing, content services, mobile applications, data analytics.
- English fluency and highly computer skilled.
- Methodical and organized.

**Requirements:**

- Possession of a Bachelor's Degree and a Master's Degree, in the fields of marketing, or business administration.
- Min 3 years' experience in a similar position.
- Various training related to online marketing are a plus.

**Work conditions:** Balfin Group offers an attractive benefit package, including a fair remuneration based on merit and performance evaluation.

**Application Procedure:** To apply for this position, please submit a CV and a Motivation Letter before **September 10<sup>th</sup> 2021** via the e-mail address: [hr@acrem.al](mailto:hr@acrem.al) by specifying on the subject: "Application for Digital Marketing Specialist"

*\* All applications will be treated with strict confidentiality according to the law No. 9887 set by the Albanian Parliament for the "Protection of Personal Data".*