



AGRI EUROPE CYPRUS LTD, as a parent financial holding company, consolidates bank assets of our Banking Group, thus representing the leading financial holding company in the region that consists of the following recognised financial institutions operating in the territory of Southeast Europe: Gorenjska Banka, AIK Banka, Naša AIK Banka, MV Investment and GB Leasing.

AEC Banking Group operates with a clear focus to meet the unique financial needs of all clients. It is a growth-oriented full-service financial institution serving businesses and individuals across SEE region, through extensive branch network. Over 1.200 employees provide personal services and full range of relevant financial solutions. The Group is pursuing growth in a responsible and sustainable manner, fostering social and economic well-being in the places where we live, work and give back. As the sound financial institution, dedicated towards sustainable growth and development, by sharing good practice, knowledge and experience and with rational strategic investments, we are focused on further enlargement of our presence and strengthening of our position within regional market and Europe.

To enable us to support our significant growth, our office is currently looking for a motivated and experienced candidate for a position:

## Group Digital Marketing Officer / Specialist

### Job description - key points:

- Participating in projects or other activities across the Group within its area of professional expertise
- Participating in the Group digital strategy, policies, and principles implementation across the Group
- Establishing the group digital marketing processes
- Conducting of Group digital standards and methodologies according to relevant legislation (e.g., GDPR, PSD2)
- Conducting of digital marketing strategies, integration with new advanced marketing tools
- Work with sales and marketing teams across subsidiaries to plan sales target (KPIs) and campaigns and provide necessary support to drive growth across digital channels
- Proactively initiating data and market insight driven digital marketing campaigns and monitor the performance
- Creating and maintaining digital banking, brand awareness and unique positioning in the market
- Conducting market and competition research to enhance features of bank group offering across all digital banking channels
- Establishing a unique reporting methodology across all subsidiaries in order to follow goals and conducting of group methodologies and instructions

### Educational & Technical skills requirements:

- University degree or higher; technical or organizational background
- Several years of experience in digital marketing area
- Experience with digital marketing tools and techniques (e.g., SEO, Google analytics)
- Fluent in English
- Advanced proficiency in MC Office (including Excel, PowerPoint, Project and Visio)
- Data management and analysis skills
- Creative and innovative thinker
- Customer service orientation
- Expert understanding of software development
- Experience in delivering digital services
- Good communication and project management skills
- Able to work autonomously and as part of an international team

**Location:** Belgrade, Serbia or Ljubljana, Slovenia

If you are interested in this opportunity, please apply and send your CV in English on e-mail: [HR\\_office@agrieuropa.com.cy](mailto:HR_office@agrieuropa.com.cy).

AEC Banking Group reserves the right to contact selected candidates.