**Job Description & Summary**

At **PwC**, our purpose is to build trust in society and solve important problems.
Your unique skills and perspectives are empowered at PwC. Join a passionate community of solvers and put your purpose into action. Our internal Talent Acquisition & Employer Branding team plays an active role in the implementation of the firm’s strategic objectives and contributes to maintaining our position as Greece’s leading professional services firm by being an employer of choice.

Our team is growing, and is currently looking for a **Senior Employer Brand Associate** to contribute to our people's agenda. Diverse leaders and teams lead to a multitude of diverse ways to succeed. Find out more below.

**Examples of tasks you will work on as part of the team**

360 Career Events Management:

* Develop the strategy and plan for career events, including job fairs, campus & experienced recruitment activities, and employer branding events.
* Oversee the execution of career events, ensuring alignment with the strategic goals of the organization
* Coordinate with internal stakeholders and external vendors to ensure successful event delivery
* Develop event materials and presentations to effectively communicate the company’s people value proposition
* Track, analyze, and leverage data from event outcomes to measure effectiveness and inform future strategy

Employer Brand Digital Presence:

* Design and enhance the company’s presence on social media, career sites, and job boards from an employer branding perspective
* Create and oversee the development of engaging content for various digital platforms to attract and retain top talent
* Monitor online activity and respond to inquiries in a timely manner
* Utilize analytics in coordination with the Marketing & Communications team to assess the impact of digital campaigns and optimize performance

Data Analytics for Strategic Decision-Making:

* Use data analytics to drive strategic decisions across career events and employer branding initiatives
* Analyze metrics and trends to develop insights and strategies that enhance the effectiveness of branding efforts
* Implement data-driven approaches to optimize the employer value proposition (EVP) and overall talent acquisition strategies

Project Management:

* Lead and strategically manage employer branding and/or Human Capital projects (such as the firm's Referral program, HR awards, internal campaigns, HC policies, etc.) from inception to completion, ensuring alignment with company objectives
* Collaborate with cross-functional teams to deliver projects on time and within budget
* Develop project plans, timelines, and track progress against milestones

Communication Strategy:

* Develop and implement comprehensive communication strategies for both internal and external audiences
* Write and edit content for newsletters, social media posts, and other communication channels/platforms
* Ensure consistent messaging and tone across all platforms
* Liaise with the Marketing and Communications team to align messaging with overall corporate branding

**What we are looking for**

* University degree in Marketing, Communications, or related field
* Minimum of 7 years of experience in employer branding, marketing, corporate communication or a related role
* Proven experience in developing strategies and managing career events and digital marketing campaigns
* Strong project management skills with the ability to handle multiple projects simultaneously
* Strong interpersonal, written, and verbal communication skills
* Proficiency in using social media platforms and analytics tools (e.g., Power BI)
* Demonstrated ability to use data analytics to drive strategic decisions
* Experience in implementing and enhancing an employer value proposition (EVP)
* Ability to work collaboratively with diverse teams and stakeholders
* Creative mindset with a strategic approach to problem-solving
* Self-motivation for continued learning and development
* Commitment to providing excellent quality work
* Military services fulfilled for male candidates

**What’s in it for you**

PwC is all about people, encouraging high performance and quality work.
Being part of our team includes:
🕑 Hybrid working model
💸 Competitive total compensation package
🏥 Health and life insurance
🤵 Dress for the day - wear what makes you feel comfortable and dress for your day
💻 Company mobile phone and laptop
🌴 Extra days of annual leave
🧘🏼 Wellness initiatives (e.g. gym sessions, nutritionist)
🏃🏽‍♂️ Action teams eligible to participate (e.g. running, trekking, theater)
📚 Career development opportunities & continuous training whilst learning from a wide range of top professionals and through tailor made training programmes
🌎 Global mobility opportunities
Please note that all well being benefits mentioned above are subject to annual review.

If you're looking for a team that values your work and solves meaningful problems, apply now!

We believe the best work is human-led and tech-powered. If you’re keen to apply and need reasonable adjustments or would like to note which pronouns you use at any point in the application or interview process, please let us know.

Who we are

PwC in Greece is the largest professional services firm in the country, with premises in Athens, Thessaloniki, Patras, Ioannina and Rhodes and more than 2000 employees. More than 328,000 people in 152 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice. PwC Greece exists to provide top-quality industry-focused assurance, tax, consulting, deals and outsourcing services to industry leading clients.

Don’t miss the opportunity to develop yourself and grow your career in the global leading professional services firm in Greece.

All applicants will be acknowledged and treated in the strictest confidence.
#LI-HYBRID

Apply here: <https://www.pwc.com/gr/en/careers/experienced-job-search/description.html?wdjobreqid=547307WD&wdcountry=GRC&jobtitle=Senior%20Employer%20Brand%20Associate&wdjobsite=Global_Experienced_Careers>