

## Digital Sales & Growth Expert

CrediaBank, which was created through the merger of Attica Bank and the former Pancretia Bank, is looking for a **Digital Sales & Growth Expert** to join our dynamic team.

### **Job details**

Job type: Full-time

Location: Athens, Greece

Apply via LinkedIn or email: [recruitment@crediabank.com](mailto:recruitment@crediabank.com)

### **About the Role**

We are seeking a Digital Sales & Growth Expert to drive digital growth, increase customer adoption and optimize the performance of digital channels and products. The role acts as a strategic partner across business, marketing, data and product teams leading initiatives that enhance customer engagement and business performance. The ideal candidate combines expertise in digital banking products, data analytics and project management with strong critical thinking and a results-oriented mindset.

### **Key Responsibilities**

- Designs and executes digital growth strategies to drive customer acquisition, engagement, retention and product adoption across channels
- Defines, monitors and optimizes KPIs and performance targets, producing regular performance reports and actionable insights
- Gathers, documents and translates business requirements into enhanced customer journeys, products, services and process improvements
- Leads testing, optimization and continuous improvement initiatives to enhance digital performance and operational effectiveness
- Evaluates initiative effectiveness and provides recommendations to maximize business impact and value creation
- Champions a growth-oriented, customer-centric and data-driven culture across the organization
- Collaborates with cross-functional teams and stakeholders to ensure successful delivery of growth and digital transformation initiatives

### **Qualifications**

- University degree in a relevant field; a postgraduate degree will be considered an asset
- Excellent knowledge of the English language, both written and spoken
- PC literacy, particularly in MS Office applications
- Relevant professional experience in a similar role
- Understanding of digital products, business processes, customer needs and industry trends

- Knowledge of data analysis, reporting tools and data-driven decision-making
- Ability to gather, analyze, and translate business requirements into actionable solutions
- Experience in project coordination, stakeholder management and cross-functional collaboration
- Strong communication, organizational and time management skills.

### **About CrediaBank**

CrediaBank was created through the merger of Attica Bank and the former Pancreta Bank, and is the 5th largest bank in Greece in terms of assets. It is a modern banking institution with a network of 66 branches and 5 business centers across the country, serving approximately 300,000 individuals and businesses with a wide portfolio of deposit, investment, and insurance products, mutual funds, loans, and brokerage services. Customer service is a top priority for CrediaBank, which is why it is the only bank that welcomes customers both with and without appointments, offers cashier services available throughout the day, and operates with extended hours through the CrediaConnect service. CrediaBank operates as a credit institution supervised by the Bank of Greece, strictly applying both European and national regulatory frameworks governing the operation of banks. More information about the Bank is available on our website [www.crediaBank.com](http://www.crediaBank.com)

### **We respect your personal data**

CrediaBank, taking into account that the personal data of candidate employees is of great importance, informs you in accordance with Regulation (EU) 2016/679 and the relevant provisions of the applicable Greek legislation for the protection of personal data, in its capacity as controller of the type of personal data it collects, the reason they are collected and processed and how long they are retained [here](#).

### **Equal Opportunity Employer**

CrediaBank believes that its strength lies in its people and promotes a safe, dignified and inclusive working environment with zero tolerance for any form of discrimination, violence or harassment. We review all applications with equality, transparency and respect for human rights.