

WP2: R2.2 – Competency Profile for a Job Ready Professional

Research report

University of Maribor



Table of Contents

1	Introduction.....	4
1.1	Context of the MEDIA Project	4
1.2	Rationale for Developing a Competency Profile.....	4
1.3	Objectives of Deliverable R2.2.....	4
2	Methodological Framework.....	6
2.1	Overall Research Approach	6
2.2	Job Posting Analysis Methodology.....	6
2.3	Partner Contributions	7
	Analysis from University of Macerata (UniMC), Italy	7
	Analysis from University of Maribor (UM), Slovenia	10
	Analysis from CONNECT International A.I.S.B.L, Brussels	16
	Analysis from Youth Entrepreneurship and Technology (YET), Greece.....	18
	Analysis from The International Institute for the Implementation of Sustainable Development (MIITR), Slovenia	22
2.4	Methodological Limitations	30
3	Labour Market Trends in Digital and Media-Related Fields	31
3.1	European Labour Market Overview.....	31
	Digital transformation and AI integration.....	31
	Rise of hybrid media-tech roles.....	31
	Demand for transversal and soft skills.....	32
3.2	Cross-Country Comparison of Partner Findings	32
	Common trends across countries	32
	Key national specificities.....	33
	Converging versus diverging competencies.....	33
3.3	Emerging Job Profiles and Skill Demands	34
	Digital transformation and AI integration.....	34
	Rise of hybrid media-tech roles.....	34
	Demand for transversal and soft skills.....	35
4	Competency Profile for a Job-Ready Professional.....	36
4.1	Introduction to Competency Profile	36

4.2	Relevance for Higher Education Institutions	38
4.3	Relevance for Employers and Other Stakeholders.....	39
5	Use and Impact of the Competency Profile	41
5.1	Applications in Higher Education.....	41
	Curriculum Innovation and Alignment with Labour Market Needs.....	41
	Support for Modular Integration of Media Literacy.....	41
	Enhancing University–Industry Collaboration.....	42
	Supporting Institutional AI Governance and Teacher Training.....	42
5.2	Contribution to Employability and Media Literacy.....	42
	Strengthening Job-Readiness.....	42
	Boosting Critical and Media-Literacy Competences.....	43
	Increasing Gender-Inclusive Employability.....	43
5.3	Links with Other MEDIA Project Results.....	44
	Complementarity with A2.1: Emerging Media-Literacy Challenges	44
	Synergy Between Student Needs and Employer Expectations.....	44
	Alignment with A2.1 Recommendations for Universities.....	45
	Connecting MEDIA Outputs into a Cohesive Whole.....	45
6	Conclusions and Recommendations.....	46
6.1	Conclusions.....	46
6.2	Recommendations	46
	1. For Higher Education Institutions.....	46
	2. For Employers and Industry Partners	47
	3. For Policymakers and Stakeholders.....	47
7	References.....	48

1 Introduction

1.1 Context of the MEDIA Project

Higher education institutions across Europe are increasingly required to adapt their teaching, research, and training to a rapidly changing digital environment. As communication practices, media ecosystems, and professional roles evolve, universities face the challenge of preparing students for a labour market in which digital fluency, critical media literacy, and the ability to engage with emerging technologies, particularly artificial intelligence, are essential. Employers and youth-oriented organisations therefore emphasise the need for graduates who can critically navigate complex information environments, use digital tools responsibly, and respond to new ethical and societal challenges.

The MEDIA project addresses these needs by bringing together partners from Italy, Slovenia, Greece, and Belgium to strengthen media literacy in higher education and better align academic learning with labour-market expectations. Through interdisciplinary cooperation between academia, industry, NGOs, and the youth sector, the project frames media literacy as a combination of technical, analytical, ethical, and creative competencies relevant across professional fields.

1.2 Rationale for Developing a Competency Profile

The competency profile developed within the MEDIA project responds to the need for clearer alignment between higher-education outcomes and labour-market demands. Deliverable R2.2 defines a coherent and transferable set of competencies that reflect employer expectations across partner countries and support higher-education institutions in updating their curricula. Based on an analysis of job postings, employer requirements, and previous MEDIA research (including the A2.1 report), the deliverable identifies key digital, media-literacy, analytical, and transversal skills expected from job-ready professionals.

R2.2 also provides a foundation for subsequent project activities, particularly the testing of innovative teaching approaches in WP3 and the development of an integration framework for HEIs. By emphasising critical thinking, digital literacy, and AI-aware communication, the competency profile supports curriculum modernisation, interdisciplinary learning, gender-inclusive participation, and the responsible use of emerging technologies. It thus serves as a bridge between research, academic programmes, and labour-market needs.

1.3 Objectives of Deliverable R2.2

The main objective of Deliverable R2.2 is to develop a coherent and transferable competency profile that reflects real labour-market needs and supports curriculum

development in higher education. It aims to identify concrete digital, media-literacy, analytical, and transversal skills through the analysis of job postings, employer expectations, and findings from previous MEDIA research activities, including the A2.1 report.

In addition, R2.2 lays the groundwork for further project activities by supporting innovative teaching practices in WP3 and the development of a broader integration framework for HEIs. By translating research findings into a structured competency profile, the deliverable helps institutions prepare students for a labour market where digital literacy, critical thinking, and AI-aware communication are central.

2 Methodological Framework

2.1 Overall Research Approach

In conducting the analysis, the consortium applied a mixed qualitative–quantitative approach, combining descriptive statistical insights with detailed qualitative interpretation of job posting content. The process was grounded in systematic desk research and labour market analysis, ensuring that each national contribution reflected the specific dynamics, trends, and sectoral characteristics of the respective country. Partner-based national inputs allowed for triangulation of findings and strengthened the overall validity of the comparative synthesis, led by the University of Maribor.

Together, these methods ensured a robust, multi-layered understanding of employer expectations, emerging skills demands, and cross-country labour market patterns.

2.2 Job Posting Analysis Methodology

Each partner analysed ten job postings, resulting in a total of fifty analyses: twenty from Slovenia, ten from Greece, ten from Belgium, and ten from Italy. The postings were predominantly published from July 2025 till January 2026 (most of them were published in December 2025 and January 2026). Partners searched for job postings across various platforms, including LinkedIn, national job portals, EURES, and other relevant sources. They analysed positions suitable for different seniority levels, ranging from junior to mid-level and senior roles.

Based on these individual analyses, the University of Maribor led the harmonisation process and prepared a comparative synthesis of the results. As shown in the tables below, each partner contributed ten job postings, enabling a comprehensive cross-country comparison of employer needs and labour market trends.

2.3 Partner Contributions

Below, we present examples of all the job postings analysed by the project partners. Each posting was examined according to a set of predefined factors, including the job title, employer name or institution, location, and publication date. The analysis also focused on identifying the main tasks and responsibilities associated with the role, the required competences, covering technical, digital, media-related, and soft skills, as well as the expected level of education and prior work experience. In addition, attention was given to other notable requirements mentioned by employers, such as AI-related knowledge, media literacy, collaborative abilities, or international experience.

Analysis from University of Macerata (UniMC), Italy

Dimensions	Job posting #1	Job posting #2	Job posting #3	Job posting #4	Job posting #5
Job title	Senior Marketing Data Analyst	Performance Marketing Manager	Senior Social Media Manager	Paid Social Marketing Manager	Social Media Specialist
Employer name/institution	n8n	Nacre Capital	Domyn	Enpal Italia	Etro
Location	Remote (Italy)	Remote (Italy)	Milan	Milan	Milan
Publication date	06.01.2026	06.01.2026	03.01.2026	06.01.2026	04.01.2026
Main tasks and responsibilities	Analyze marketing data; build dbt models; ensure GDPR compliance in tracking.	Manage Facebook/Google Ads; optimize conversion funnels; lead generation.	Oversee corporate social presence; tech storytelling; support marketing initiatives.	Strategy and execution for Meta, TikTok, and YouTube advertising campaigns.	Social media communication; editorial calendar definition; content creation.

Required competences (technical, digital, media, soft skills)	BigQuery, dbt, SQL, Marketing Automation, GDPR.	Google Ads, Analytics, GTM, Hubspot, Marketo.	Content Strategy, Italian/English fluency, Corporate Ops.	Video ads, Meta Business Suite, TikTok Ads, Growth Marketing.	Editorial planning, social media management, Luxury branding.
Required level of education and work experience	Senior level; proven data background.	Junior-Mid level; bachelor's degree in business management, Marketing & Communications. 2 years' experience in digital marketing.	Senior level; tech storytelling experience.	Mid-level; bachelor's or master's degree in economics and marketing. 2-yrs working experience in performance/paid social media.	Pervious professional experience in social media management.
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	AI/Software automation background. Data privacy experience	Excellent analytical skills with the ability to interpret data, generate insights, and make data-driven decisions.	Solid understanding of the technology and AI landscape.	Analytical and data-oriented mindset.	A keen aesthetic and visual sensitivity.

Dimensions	Job posting #6	Job posting #7	Job posting #8	Job posting #9	Job posting #10
Job title	Social Media Manager & Content Creator	Local Marketing Manager (EU)	Press Office and social media Officer	Senior Digital Marketing Specialist	Social Media Marketing Manager
Employer name/institution	Four Seasons Hotels	STERRY	AVSI Foundation	Cathoven AI	Chiamarsi Bomber
Location	Milan	Italy (Remote)	Milan	Italy (Remote)	Milan

Publication date	06.01.2026	03.01.2026	01.01.2026	05.01.2026	03.01.2026
Main tasks and responsibilities	Editorial calendar for hospitality; lifestyle content creation; social analytics.	Manage EU local marketing; affiliate strategy; content localization.	Press relations; social media management; NGO communication.	Content creation; digital marketing strategy; community engagement.	Presence and engagement growth; data-driven creative strategy.
Required competences (technical, digital, media, soft skills)	Social Analytics, Video Production, Hospitality context.	Asana, Hubspot, Influencer Marketing, CRM.	Journalism, Communication, Media Relations, Italian Press.	IELTS content, social media, SEO, Digital Marketing.	Creative marketing, Engagement analytics, Content creation.
Required level of education and work experience	3+ years' experience in hospitality/luxury.	Bachelor's degree in marketing, Business Administration, Communications, or a related field. Mid-level working experience in digital marketing and project management	Junior level; Degree in Communication.	Junior-Mid level; EdTech/AI focus. Graduation from a top-tier university, preferably with a STEM degree.	Mid-level; experience in sports/social marketing.
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	Deep understanding of Instagram, Facebook, TikTok, and their algorithms	Multi-country coordination experience.	Personal interest in the field of international cooperation	AI/EdTech industry familiarity.	Familiarity with artificial intelligence tools for marketing (ChatGPT, Midjourney, AutoGPT, etc.)

Analysis from University of Maribor (UM), Slovenia

Dimensions	Job posting #1	Job posting #2	Job posting #3	Job posting #4	Job posting #5
Job title	Specialist Engineer – IT Security Systems Support	Digital Marketing Specialist	Public Relations Advisor in the Cabinet of the President of the Commission	Public Relations Specialist	Facebook Advertiser
Employer	Slovenian Railways	BISOL Group, Electrical Engineering and Consulting	Commission for the Prevention of Corruption	Public Institution Ljubljana Castle	Uvecto, Lelosi
Location	Ljubljana, Slovenia	Prebold, Slovenia	Ljubljana, Slovenia	Ljubljana, Slovenia	Kamnik, Slovenia
Publication date	15.01.2026	13.01.2026	16.01.2026	12.01.2026	07.01.2026
Main tasks & responsibilities (summary)	digitalization programs; business model innovation; process optimization; virtualization management; setup/maintenance/monitoring of security & operational IT systems; Windows & Linux server management; security patching; security configuration management; monitoring/optimization of SIEM, SOAR, security systems	website maintenance/optimization; UX improvement; online-store UX updates; sales process optimization; social media content & management; CRM use/segmentation/personalization; CRM–store–email integration; analytics setup & reporting; email marketing; SEO strategy & technical SEO; FB/IG/Google Ads; digital channel integration; cross-platform coordination; marketing	public & media communication; informing domestic/international publics; media monitoring & analysis; protocol coordination & event execution; anti-corruption media activities & event organization; complex report/document preparation; tasks of comparable complexity per supervisor	complex departmental tasks; analyses/reports/annual plans/tender docs; PR support; social media planning/content/unity management; visual & video creation; TikTok management; coordination with translators/designers; ad campaign planning/execution; Mailchimp newsletters; Tripadvisor maintenance; filming permissions coordination; business correspondence;	Meta/Facebook ad strategy; ad content creation; campaign setup/management/optimization; A/B testing & performance analysis; budget monitoring; testing new ad features; marketing material development; digital advertising trend monitoring; campaign performance reporting

		strategy support; inter-department collaboration		protocol/sponsorship/m edia/event records; website updates/design/mainten ance; archive & photo documentation management; independent departmental tasks per Director	
Key required competences / tools (summary)	advanced Word; advanced spreadsheets; advanced databases; very good English; VMware knowledge; Openshift knowledge; Hyper-V knowledge; Windows Server; Linux; security procedures & technologies; security requirements for Windows Server, Windows workstations & MS Office	web analytics tools (GA, GTM); email marketing tools (Mailchimp, Klaviyo); website management & optimization; analytical skills & data interpretation; SEO optimization & best practices; FB/IG/Google Ads campaign planning & execution	Word processing – advanced; spreadsheet work – advance.	Word processing – advanced; spreadsheet work – advanced; database management – advanced.	Basic knowledge of graphic design tools; familiarity with website traffic and sales analytics tools; knowledge of other digital marketing platforms is considered an advantage.

Source (URL)	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3377292/#/?pdmid=3377292&iskalniTekst=digitalna%20pismenost&iskalnaLokacija=&drzava=SI&pokPod=&regija=	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3375967/#/?pdmid=3375967&iskalniTekst=digitalna%20pismenost&iskalnaLokacija=&drzava=SI&pokPod=&regija=	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3377805/#/?pdmid=3377805&drzava=SI&iskalniTekst=medijska%20pismenost&iskalnaLokacija=	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3374882/#/?pdmid=3374882&drzava=SI&iskalniTekst=medijska%20pismenost&iskalnaLokacija=	https://www.optius.com/iskalci/prosta-delovna-mesta/facebook-oglasevalec-mz-936729-936729/
Required level of education and work experience	Bachelor degree in Information and Communication Technologies (IKT). Minimum 5 years of working experience.	Bachelor's or Master's degree in Marketing and Advertising related field. 2 years of relevant experience.	Master degree. 6 years of working experiences.	Master Degree. 2 years of working experience.	Bachelor or Master Degree. At least 2 years of experience in planning and preparing social media content.
Other notable requirements	English – high level; interpersonal communication; professionalism & courtesy; problem-solving; resourcefulness & initiative; willingness to learn; accuracy; responsibility	Ability to work in a dynamic and fast-paced environment. Creativity, innovation, and a passion for digital marketing.	High degree of English and German.	English (high degree). Knowledge of work-related computer programs and online tools. Familiarity with public procurement procedures. Business communication skills. Organizational and communication abilities.	Excellent verbal and written communication skills in Slovenian and English. Independence and self initiative. Responsibility, reliability, and a positive attitude toward work. Willingness to upgrade and further develop knowledge.

Dimensions

Job posting #6

Job posting #7

Job posting #8

Job posting #9

Job posting #10

Job title	Human Resources Processes and Communications Associate	Marketing Specialist	Creative AI Specialist & Content Designer	Digital Advertiser	Digital Designer & Web Platform Editor
Employer	Želva, Company for Training and Employment of Persons with Disabilities	BlueOcean Gaming	AS Digitalne storitve	BabyCenter, AKIDS	Lira, d. o. o.
Location	Ljubljana, Slovenia	Nova Gorica, Slovenia	Hybrid work: Ljubljana, Slovenia / remote.	Ljubljana, Slovenia	Dekani, Slovenia
Publication date	16.01.2026	14.01.2026	07.01.2026	05.01.2026	09.01.2026
Main tasks & responsibilities (summary)	employment contracts & HR docs; HR support; HR data & records; reporting & archiving; HR digitalization; doc standardization; digital archive; spreadsheets; comms & promo plans; campaigns/events; event org; web & social content; internal/external comms; small project lead; campaign development & monitoring	marketing planning/coordination/execution; cross-team collaboration; digital content & website updates; event & trade-fair organization; promotional materials support; blog/social media/campaign/newsletter content; marketing copywriting; briefs for designers/video teams; website content management; basic SEO; performance monitoring; Google Analytics data analysis	creative concept development; scriptwriting for video ads; AI-generated video/image assets; video editing & post-production; digital design; static ad design for digital channels	digital advertising strategy; Meta/Google/TikTok Ads setup & management; campaign analysis & optimization; collaboration on ad visuals (static/video/animation); defining formats/ratios/messages /CTAs/styles; coordination with content team for copy & value proposition.	digital graphic design; brand visual identity; e-commerce/B2B/website content updates; visual content for email/ads/social media; short video creation/editing; digital design trend monitoring; UX development support; visual content for product presentations & sales materials

Key required competences / tools (summary)	driving licence B; advanced word processing; advanced spreadsheets; basic databases; basic operating systems; basic graphic design	Proactivity, digital literacy, and a strong sense for content, branding, and the execution of marketing activities in a B2B environment.	Tools: an excellent knowledge of Canva and experience with the Adobe Suite (Photoshop, Premiere Pro / After Effects). AI knowledge: a basic understanding of generative AI (experience with Flow and Vertex is a strong advantage). Theoretical foundation: knowledge of key video production principles (framing, lighting, rhythm).	passion for digital marketing; willingness to work with kids/mothers products; analytical tools for ad performance; strong analytics; data-driven decision-making	Slovenian/Italian/Croatian/English – active proficiency; graphic design tools; digital design & visual communication; aesthetic sense & creativity; independent work; teamwork & adaptability; e-commerce & digital platforms
Source (URL)	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3377730/#/?pdmid=3377730&drzava=SI&iskalniTekst=digitalna%20pismenost&iskalnaLokacija=	https://www.mojedelo.com/oglas/marketing-specialist-mz/a87a12c4-6a93-4cd9-95cd-960231bb8c58	https://www.mojedelo.com/oglas/creative-ai-specialist-and-content-designer-mz/f83ea229-0900-4881-861a-bc7b4137f82d	https://www.mojedelo.com/oglas/digitalni-oglasivalec-mz/e132a17d-b530-4637-bff4-77603d6acec2	https://www.mojedelo.com/oglas/digitalni-oblikovalec-and-urednik-spletnih-platform-mz/247d2a9f-0a57-49a1-827d-0aeca024dda
Required level of education and work experience	Bachelor's or master's Degree. 3 years of working experiences.	No education requirement; at least 3 years of experience in digital marketing, brand or product marketing;	Completed General Secondary School or bachelor's degree or master's Degree.	No education requirements.	/

		<p>B2B marketing experience; digital marketing platforms (Google Ads, LinkedIn, Facebook, Instagram); proficiency with analytical tools such as Google Analytics; campaign optimisation; knowledge of SEO, content marketing; social-media strategies;</p>	<p>1 till 3 years of working experiences.</p>		
<p>Other notable requirements</p>	<p>/</p>	<p>Flexible working options, Creative yet structured, with a strong sense for content quality, brand consistency, and clear communication; Detail-oriented and reliable, enjoying the organization of materials, An excellent communicator and team collaborator, A digitally-minded marketing professional Proactive, adaptable, and self-driven,</p>	<p>Personality with a strong imagination, proactivity, and a desire for continuous learning.</p>	<p>At least 3 years of experience managing Meta and Google Ads campaigns (TikTok Ads experience is welcome but not required). Excellent command of Slovenian and English, both written and spoken; creativity in writing compelling copy and designing engaging visual elements; independence and self-initiative; knowledge of digital marketing trends; excellent communication skills and the ability to collaborate effectively within a team; ability to</p>	<p>A creative, imaginative, and innovative individual for digital design and the management of web platforms.</p>

			adapt quickly to change and find innovative solutions.
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Analysis from CONNECT International A.I.S.B.L, Brussels

Dimensions	Job posting #1	Job posting #2	Job posting #3	Job posting #4	Job posting #5
Job title	Lead Applied AI Engineer	Digital Journalist	Senior Marketing & Communications Officer	Freelance Data Engineer - Dataiku expert	Digital Manager
Employer name/institution	team.blue	Euronews	Deloitte	Adesso Belgium	GumGum
Location	Gand	Bruxelles	Zaventem	Bruxelles	Bruxelles
Publication date	04.12.2025	03.12.2025	04.12.2025	04.12.2025	04.12.2025
Main tasks and responsibilities	Lead and mentor a team of Applied AI Engineers	Pitch and produce stories on EU institutions Engage audiences	Activation of strategic partnerships, Deliver digital campaign, Project Managements,	Design, build, and maintain efficient, scalable data pipelines. Collaborate with data scientists, analysts,	sales activity, Develop relationship with brands, agencies and clients. Translate Client Insight to internal Product Team.
Key required competences / tools (summary)	Strong proficiency and expertise Deep understanding of Large Language Models, Strong problem-solving, communication	Digital and video storytelling skills Digital fluency Collaborative spirit	communication skills, Creativity, Strategic thinking, professionalism	Solid experience knowledge of cloud architecture and data. Soft Skills: Strong analytical and problem-solving skills. communication, flexibility.	Attention to detail and organization in daily tasks. Proactive. Flexibility and ability to adjust quickly. Team Player.
Source (URL)	/	/	/	/	/

Required level of education and work experience	5+ years of experience in software engineering, including 2+ years in a technical lead or management role	Professional experience: Proven background in digital journalism, ideally covering European or international affairs.	bachelor's or master's degree in marketing, communications, or an equivalent field, with 5 to 7 years of relevant experience in a similar role within a creative, digital, or production environment.	3-7 years of experience in data engineering or related roles. Bachelor's or master's in computer science, Engineering, or a related field.	3 years of solid selling experience in digital advertising sales (required sales in our specific industry whether publisher or tech sales).
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	/	/	/	/	/

Dimensions	Job posting #6	Job posting #7	Job posting #8	Job posting #9	Job posting #10
Job title	Expert Corporate Communication	Manager – Public Sector IT Project Manager	Digital Analyst	Digital Marketer	Digital Content Manager
Employer name/institution	P&V Group	KPMG Belgium	KS Consulting Belgium BV	HOUSE OF RECRUITMENT SOLUTIONS BV	UNIFIEDPOST NV
Location	Antwerp	Zaventem	Halle-Vilvoorde	Temse	Antwerp
Publication date	04.12.2025	28.11.2025	04.12.2025	27.11.2025	26.11.2025
Main tasks and responsibilities	Developing and executing corporate communication campaigns Expert for press communications and external stakeholder communications.	Leading multidisciplinary teams. Leveraging expertise in IT strategy and architecture	Translating business goals into KPIs Developing tagging strategies Building reports, monitoring and	Setting up, planning and optimizing digital marketing campaigns	Strategic Website Roadmap Ownership, Content Management and Governance,

		Developing and maintaining detailed project plans	performing in-depth analyses.		
Key required competences / tools (summary)	Strong project management skills	Project Management, understanding of Digital strategy. analytical skills Excellent communication, Flexibility, resilience, and motivation	Experience with Adobe Analytics and Content Square is a must. Strong in KPI definition, tagging strategies and data storytelling.	creativity and strong analysis skills	Strong understanding of SEO principles highly organized, project management skills,
Source (URL)	/	/	/	/	/
Required level of education and work experience	Master's degree in communications or economics 7 to 10 years of experience Expertise in press communications	Master's degree in economics, informatics or engineering or similar field, at least 5 years of experience in project management,	Bachelor or equivalent level, at least 4 years of experience as a digital/web/app analyst.	Bachelor's or master's degree in marketing, Communications or (Business) Economics Have 2 to 3 years of experience in digital marketing	Bachelor's degree in marketing, Communications, Journalism, or a related field. proven expertise and experience
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	mission and raison d'être, business results, C-level branding, sustainability, transformation media.	in-depth knowledge of methodologies and tools (such as Prince-2, PMI, PMBOK, etc.),	/	/	/

Analysis from Youth Entrepreneurship and Technology (YET), Greece

Dimensions	Job posting #1	Job posting #2	Job posting #3	Job posting #4	Job posting #5
Job title	Digital Marketing Manager	Digital Communication Officer	E-commerce & Store Marketing Coordinator	Social Media Content Creator	Video Content Creator

Employer name/institution	ManpowerGroup Greece (on behalf of client)	METLEN Energy & Metals	ΑΝΑΔΕΙΞΗ (for a leading food service company)	GATSBY ATHENS	REVITUP (Hotel digital & revenue agency)
Location	Athens (GR)	Athens (GR)	Athens (Central Athens Sector)	Athens Municipality	Heraklion, Crete
Publication date	02.12.2025	27.11.2025	18.11.2025	04.09.2025	01.07.2025
Main tasks and responsibilities	Lead digital marketing strategy; manage SEO/SEM, paid campaigns, content, analytics; coordinate with stakeholders; optimize ROI and KPIs.	Support digital communication initiatives; manage digital content and channels; contribute to campaigns; coordinate internally and with vendors.	Update website (WordPress); monitor KPIs (traffic, conversions, engagement); coordinate influencers; support in-store promotions; customer surveys; ensure brand consistency; track market trends; support video/presentations.	Create photo/video content for Instagram/Facebook/TikTok; write captions; plan content calendar; track performance; collaborate cross-department; manage basic website/CMS; follow trends and propose new formats.	Concept/script/shoot/edit videos for web, social, ads; align with brand messaging; ensure production quality; develop content strategies; research trends; manage production workflows, timelines, and resources.
Key required competences / tools (summary)	Digital marketing strategy; Google/Meta ads; analytics & KPI reporting; content planning; teamwork & communication; English.	Digital communication; content publishing; coordination; writing/editing; social media familiarity; English; project mindset.	WordPress/CMS; KPI tracking; influencer marketing; survey tools (e.g., SurveyMonkey); branding; research & trend monitoring; teamwork.	Content creation & storytelling; basic analytics/metrics; tools (Canva/CapCut/Adobe); CMS basics; creativity; communication; English.	Video production & editing; content strategy; project management; trend/competitor research; collaboration; quality assurance.
Source (URL)	https://www.manpower.gr/en/jobs/industry/digital-marketing-manager/73765	https://www.kariera.gr/jobs/e-commerce-or-digital-services-jobs/270222	https://www.skywalker.gr/el/aggelia-ergasias/01kab7f2q8jsvs8rf2cbzp810r/e-commerce---store-	https://www.skywalker.gr/el/aggelia-ergasias/01k4aggz4wnjr1syftzthkq06/social-media-content-creator-	https://www.skywalker.gr/el/aggelia-ergasias/01jy3wdqg7bs6ecc9n06jrrbxbp/video-content-creator

			marketing-coordinator---athina		
Required level of education and work experience	University degree in Marketing, Communications or relevant field; Minimum 3 years of solid experience in relevant position preferably in an agency;	Bachelor's degree in communications, Marketing, or related field. +3 years of relevant experience	2-4 years professional experience English Language Marketing tools & analytic skills	Not clearly defined	Listing only job responsibilities
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	English (working proficiency); Collaboration / stakeholder coordination; Media literacy & platform trend awareness; Data-driven mindset (metrics & reporting)	English (working proficiency); Collaboration / stakeholder coordination; Media literacy & platform trend awareness	Collaboration / stakeholder coordination; Media literacy & platform trend awareness; Data-driven mindset (metrics & reporting)	English (working proficiency); Collaboration / stakeholder coordination; Media literacy & platform trend awareness; Data-driven mindset (metrics & reporting)	Collaboration / stakeholder coordination; Media literacy & platform trend awareness

Dimensions	Job posting #6	Job posting #7	Job posting #8	Job posting #9	Job posting #10
Job title	Performance Marketing Specialist (JD Sports)	Performance Marketing Executive (Mobile App)	SEO Specialist for ASD UK	E-Commerce Specialist (Hotel cluster)	Marketing & Communications Assistant
Employer name/institution	COSMOS SPORT SA	XM	ASD UK CONSULTANCY A.E.	Civitel Hotels & Resorts	Plastiras Plastic (via Master Plus HR)
Location	Athens Municipality (Kolonos)	Remote (Greece)	South Athens Sector	Marousi (Athens)	Athens (Acharnes)
Publication date	01.10.2025	25.09.2025	30.01.2025	14.4.2025	17.01.2025
Main tasks and responsibilities	Create/monitor/optimize PPC campaigns	Plan and execute performance	Optimize copy/landing pages;	Oversee online presence; manage e-	Support marketing and

	(Google/Meta/affiliates); day-to-day paid media management; keyword/targeting research; reporting with GA4/Looker Studio; ROAS analysis; propose optimizations; collaborate with content/creative teams.	campaigns; manage budgets; run experiments/A-B tests; monitor KPIs; collaborate with product/creative; reporting and optimization.	ongoing keyword research; content recommendations; link building; work with editorial/marketing teams; propose changes to site architecture and linking.	commerce platform; SEO & PPC; conversion optimization using analytics; distribution/channel optimization; performance analysis and reporting; leverage social media to drive direct bookings.	communications operations; assist campaigns and events; coordinate materials; support social/digital content and internal communication processes.
Required competences (technical, digital, media, soft skills)	Paid media platforms; Google Analytics/GA4; Looker Studio; Excel/Sheets; analytical thinking; Greek & English; certifications desirable.	Performance marketing; analytics & attribution; experimentation mindset; cross-functional collaboration; English; data-driven decisions.	SEO/SEM; content strategy; keyword research; link building; collaboration with editorial teams; ROI mindset; Google Ads/SEM knowledge.	SEO/PPC; analytics & conversion optimization; platform management; reporting; revenue awareness; brand consistency.	Communication skills; organisation & coordination; writing; teamwork; familiarity with digital tools and social media; English.
Source (URL)	https://www.skywalker.gr/el/aggelia-ergasias/01k6fkmtqyxn8wc7756h4s5a9v/performance-marketing-specialist---athens	https://www.skywalker.gr/el/aggelia-ergasias/01k4yhj4j7p6cck59d4k0k3ha8/performance-marketing-executive--mobile-app-	https://www.skywalker.gr/el/aggelia-ergasias/01jh06crp65sp542h16vlnmsbt/seo-specialist-for-asd-uk	https://www.skywalker.gr/el/aggelia-ergasias/01jrt1vt7654qma8hrsm1k0xz9/e-commerce-specialist---marousi	https://www.skywalker.gr/el/aggelia-ergasias/01jhskbgxyarr5lz2t1ghqzj9/marketing%C2%A0-%C2%A0communications%C2%A0assistant
Required level of education and work experience	Bachelor's degree preferably in Economics, Information Technology, Engineering, Mathematics, Marketing or Statistics. 1-2 years of experience in performance marketing-	NA	Listing only required skills and prior experience (e.g., Proven SEO experience, Working knowledge of HTML, CSS, and JavaScript	Bachelor's degree in hospitality management, business administration, or a related field	Bachelor's degree; English language Specific skills and tools knowledge (e.g., Word, social media editing, etc.)

	related positions and/or e-business, business consulting, digital marketing, e-commerce.		development and constraints)		
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	English (working proficiency); Collaboration / stakeholder coordination; Media literacy & platform trend awareness; Data-driven mindset (metrics & reporting)	English (working proficiency); Collaboration / stakeholder coordination; Data-driven mindset (metrics & reporting)	Collaboration / stakeholder coordination; Media literacy & platform trend awareness; International/remote environment	Media literacy & platform trend awareness; Data-driven mindset (metrics & reporting)	English (working proficiency); Collaboration / stakeholder coordination; Media literacy & platform trend awareness

Analysis from The International Institute for the Implementation of Sustainable Development (MIITR), Slovenia

Dimensions	Job posting #1	Job posting #2	Job posting #3	Job posting #4	Job posting #5
Job title	Digital Marketing Specialist (m/f)	E-commerce Manager (m/f)	Web Content Creator / Content Creator	Social Media Manager (m/f)	Voice-AI Platform Engineer
Employer name/institution	PIŠEK - VITLI KR PAN proizvodnja kmetijskih in gozdarskih strojev, d.o.o.	Miele d.o.o.	PLAN-NET AVTO, prodaja električnih vozil d.o.o.	UVECTO d.o.o. (LELOSI brand)	Taleolithic
Location	Jazbina-Šmarje pri Jelšah	Ljubljana, Črnuče, Slovenia	Ljubljana (employer address listed as Preserje, Slovenia)	Kamnik, Slovenia	Ljubljana
Publication date	15.12.2025	05.01.2026	05.01.2026	06.01.2026	01.12.2025

Main tasks and responsibilities	<p>Managing social media channels (Facebook, Instagram, LinkedIn, etc.), preparing content plans and publishing content; planning, implementing, optimising and analysing advertising campaigns (e.g., CTR, ROAS) on social media and search engines (Google Ads) and preparing reports; SEO optimisation of visual content and website articles; coordination and alignment of activities with internal departments (sales, development, etc.); full-time employment.</p>	<p>Webshop (SI & HR): managing products, content and promotions; ensuring clarity, accuracy and SEO optimisation; collaborating with regional and global teams; monitoring results with a clear commercial focus. UX & analytics: working with data (GA, BI, Bloomreach, etc.); proposing improvements and supporting A/B testing; supporting CRM processes for long-term customer experience. Digital campaigns & growth: supporting CRM and performance activities; extracting campaign insights (ROI, impact, opportunities); aligning with marketing and contributing to new digital initiatives.</p>	<p>Creating and editing content for social media (Instagram, TikTok, Facebook, YouTube); writing texts for posts, blogs and the website; filming and basic editing of photos and videos; supporting content strategy planning; monitoring trends and analysing content performance.</p>	<p>Independently managing and developing the brand's social media channels with a focus on Facebook and Instagram; daily communication with followers and customers and safeguarding a positive brand reputation; writing engaging, sales-oriented copy for organic posts (copywriting); preparing, coordinating and publishing different types of content (posts, stories, campaigns); supporting copywriting for the website and other digital channels; monitoring social media trends and proposing new content approaches; regularly tracking key performance metrics and preparing monthly reports; collaborating with other departments (marketing, sales, etc.).</p>	<p>Design and build core systems for a real-time speech AI platform with focus on scalability, performance, and security; collaborate with engineers/researchers/product teams to bring new speech capabilities to market; develop internal tools and infrastructure to increase engineering velocity and robustness; own the full lifecycle from design to deployment and on-call operations, with high responsibility and autonomy.</p>
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Source (URL)	https://www.optius.com/iskalci/prosta-delovna-mesta/specialist-za-digitalni-marketing-mz-935337-935337/	https://www.optius.com/iskalci/prosta-delovna-mesta/e-commerce-manager-mz-935993-935993/	https://www.mojedelo.com/oqlas/ustvarjalec-spletnih-vsebin-content-creator/4599158b-d30c-4100-af95-2a57d053901e	https://www.mojedelo.com/oqlas/skrbnik-druzbenih-omrezij-mz/39024ea1-e96d-4a15-b1c3-4975a6b24aa9	https://www.careerjet.si/jobad/sidcbb95621c72cc7b692597834d22358e
Required competences (technical, digital, media, soft skills)	<p>Knowledge of social media and digital marketing tools (Facebook Ads Manager, Google Ads, Google Analytics, etc.); basic knowledge of UX/UI principles for digital platforms; strong analytical skills, understanding of campaign performance data and attention to detail; creativity, precision and ability to adapt quickly to changes; strong communication and organisational skills; team-oriented mindset.</p>	<p>Experience or strong motivation for digital/e-commerce; basic knowledge of CMS/SEO/analytics (or willingness to develop it further); systematic thinking with proactive execution; precision, responsibility and attention to detail; fluent English (Croatian is an advantage, not required).</p>	<p>Good knowledge of social media and digital trends; creativity, proactivity and reliability; basic knowledge of design/editing tools (e.g., Canva, CapCut, Adobe); strong communication skills; ability to monitor trends and interpret performance signals.</p>	<p>Strong social media management competence (FB/IG focus); excellent written and spoken communication in Slovenian and English; copywriting skills for organic content; good sense of visual identity and basic knowledge of graphic tools; understanding of analytics, traffic statistics and basic sales processes; strong time management and ability to work independently; proactivity, creativity and trend awareness; reliability, responsibility and a positive work attitude; willingness to learn and follow</p>	<p>Deep knowledge of at least one core language (C++, Python, Go); experience building and scaling production systems (real-time data, distributed infrastructure, or ML pipelines); understanding of ML model integration plus basics of networking, microservices and API design; strong code quality mindset and attention to user experience; hands-on problem solving, willingness to work across unfamiliar parts of the stack; automation mindset (reduce repetitive work); data-driven decision-making and comfort</p>

				developments in digital marketing.	with direct feedback; ability to thrive in a startup environment (speed, ownership, impact).
Required level of education and work experience	ISCED level VI/2; 1–3 years of work experience.	Education level not explicitly stated in the posting; the role is open to candidates with either prior experience or strong motivation for digital/e-commerce, with responsibilities adjusted to the candidate’s experience level (more experienced = more ownership; entry-level = mentorship and development plan).	Education level not specified; experience in creating web/online content is listed as an advantage (“preferred”).	Minimum 2 years of experience in social media management; education level not specified in the provided posting text.	On-site role in Ljubljana with possible hybrid arrangement after probation
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	Active English language skills; German language skills are an advantage; proactivity, positive attitude and responsibility; teamwork and collaboration with other departments.	Work covers two markets (Slovenia & Croatia); collaboration with regional and global teams; indefinite employment offered; application deadline: 5 February 2026.	Strong media/platform awareness (trend monitoring + performance analysis); collaboration on content strategy; long-term cooperation possibility is mentioned under “What we offer.”	Work in a dynamic, young team; opportunity to contribute to an internationally recognised brand.	

Dimensions	Job posting #6	Job posting #7	Job posting #8	Job posting #9	Job posting #10
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Job title	Journalist (Lendava) (m/f)	Brand Manager Paloma (m/f)	Marketing Specialist (m/f)	Business Partner for Communication (m/f)	QA Engineer
Employer name/institution	Radiotelevizija Slovenija – Public Institute (RTV Slovenia)	Paloma, higienski papirji, d.d., SLADKI VRH	BKS Bank AG, Bank Branch	Perutnina Ptuj d.o.o.	HS PLUS
Location	Lendava, Slovenia	Pesnica, Slovenija	Ljubljana, Slovenia	Ptuj, Slovenia	Trzin, Slovenia
Publication date	05.01.2026	05.01.2026	06.01.2026	09.12.2025	07.01.2026
Main tasks and responsibilities	Collecting and producing journalistic informational content; basic editing of sound and/or image; keeping records and preparing reports.	Market research; understanding customer perceptions and needs; cooperation in positioning and brand strategy of the Paloma brand; planning, implementing and monitoring campaigns and launches of Paloma brand products; cooperation with agencies; cross-functional cooperation with the development department and the sales team in the development and launch of new products.	Preparing marketing and PR content and materials for internal, external and digital channels, including website management; preparing and implementing marketing and PR campaigns; media relations; organising (online) stakeholder events, sponsorships and donations; coordinating marketing and PR activities of the Slovenian branch with the central marketing department of BKS Bank; internal communication.	Preparing and distributing communication materials for internal/external channels; implementing group communication strategy locally and adapting group messages; management communication support; developing and implementing employer branding and talent-attraction campaigns with HR; organising internal events; monitoring trends and employer-brand competition;	Ensuring the quality and performance of websites and applications; manual/automated QA testing before releases and production; testing frontend and backend; developing testing processes and quality standards; anticipating problems and improving testing processes; pursuing business and individual goals.

				managing cooperation with partners/agencies/education institutions/communities; reporting on campaign results and proposing improvements.	
Source (URL)	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3372196/#/pdm/3372196	https://www.ess.gov.si/iskalci-zaposlitve/iskanje-zaposlitve/iskanje-dela/?idp=3351123/#/pdm/3351123	https://www.mojedelo.com/oglas/strokovni-sodelavec-za-marketing-mz/82aa2595-1463-4299-86d4-462c79eb6618	https://www.optius.com/iskalci/prosta-delovna-mesta/poslovni-partner-za-komuniciranje-mz-934876-934876/	https://www.linkedin.com/jobs/computer-science-jobs/?currentJobId=4358386010&originalSubdomain=si
Required competences (technical, digital, media, soft skills)	Verified ability to appear in front of a camera and/or microphone; course in audio and/or video editing; Hungarian language knowledge (at least level B2).	Advanced knowledge of MS Office; communication skills; ability to work in a team; goal orientation; ability to make decisions; determination; independence; energy; communicativeness; persistence; empathy; responsibility; commitment; own transport.	Relevant education at level VI or VII (1st or 2nd Bologna cycle); at least 5 years of work experience (or 10 years for level VI); experience in marketing and public relations and work experience in a PR agency; established connections with media organisations and journalists; knowledge of banking and marketing experience in the financial industry is an advantage; native-	Advanced English; advanced MS Office; basic knowledge of Power BI, Canva or Adobe Suite; high emotional intelligence, proactivity, initiative and adaptability.	3+ years of experience as QA tester/QA Engineer; experience with manual and automated testing; excellent knowledge of JavaScript and the WebdriverIO framework; practical experience with Docker, Jenkins and AWX; knowledge of APIs, SQL and Bitbucket; ability to write clear technical documentation and reports; strong attention to finding

			level Slovenian and excellent writing skills; active English (German is an advantage); advantage for candidates with knowledge of content management systems (CMS), Adobe, Photoshop and InDesign; good digital literacy and knowledge of MS Office; organisational skills, accuracy and initiative; communication skills and interpersonal skills.		bugs, inconsistencies or potential vulnerabilities; desire to automate repetitive tasks; structured thinking.
Required level of education and work experience	Education: higher education 1st cycle; professional higher education (previous system), etc. Work experience: not required.	Education: higher education 1st cycle; professional higher education (previous system), etc. Work experience: 3 years. Driving licence: B.	Education: level VI or VII (1st or 2nd Bologna cycle). Work experience: at least 5 years (or 10 years for level VI).	At least level VI education in communication, social sciences, economics, business sciences or similar fields; 5 years of work experience in a comparable position.	Work experience: 3+ years as QA tester/QA Engineer. Education level: not specified.
Other notable requirements (AI knowledge, media literacy, collaboration, international experience, etc.)	/	/	/	/	Bonus: experience with automated tests on mobile devices; experience with visual testing; basic knowledge of PHP and WordPress.

2.4 Methodological Limitations

The dataset used in this analysis presents several methodological limitations. First, the job postings originate from different sectors across countries, ranging from hospitality, public administration, NGOs, IT engineering, AI development, performance marketing, journalism, and e-commerce, making cross-country comparisons challenging due to non-uniform industry representation.

Second, digital roles evolve rapidly, and the dataset reflects fast-changing job titles, tools, and skill requirements, especially in areas such as AI-enhanced content creation, data analytics, and performance marketing, which may shift within months.

Third, the dataset relies on job postings from various national job portals, LinkedIn, and corporate sites, which differ in structure, detail, and completeness; this results in uneven granularity of information. Some postings list detailed technical skills, while others provide only general descriptions.

Fourth, the data covers a specific time window (mostly second half of 2025 to January 2026), limiting the representativeness for longer-term labour market trends.

Finally, since each partner selected postings independently, national samples exhibit variability in role seniority and specialisation (junior, mid-level, senior), introducing sampling inconsistency across countries.

3 Labour Market Trends in Digital and Media-Related Fields

3.1 European Labour Market Overview

The analysis of job postings across Italy, Slovenia, Belgium, and Greece reveals several overarching tendencies that reflect broader transformations in the European labour market. Although the four countries differ in economic structure and sectoral composition, the vacancies collectively point to three major dynamics: the continuous impact of digital transformation and AI integration, the rise of hybrid media–technology roles, and the growing importance of transversal and soft skills. These developments are visible across almost all functional areas included in the dataset, from marketing and communications to data-driven roles, technical positions, and content-focused profiles.

Digital transformation and AI integration

Across all countries, digitalisation is a defining feature of contemporary job requirements. The majority of postings expect candidates to be proficient in digital tools, online platform management, analytics dashboards, and content management systems. Italy and Greece show strong demand for digital marketing competencies, especially performance advertising and multi-platform campaign management, while Slovenia and Belgium include roles requiring advanced technical expertise, such as IT security, data engineering, QA testing, and AI-related engineering tasks. Several postings explicitly reference AI tools or workflows, ranging from AI-assisted content creation to highly technical AI engineering roles, indicating that AI is no longer a niche specialisation but an emerging transversal skill set appearing across different domains.

Rise of hybrid media–tech roles

A notable pattern across countries is the blurring of boundaries between creative, communication, analytical, and technical tasks. Many positions combine responsibilities traditionally belonging to separate profiles, for example, content creation paired with data interpretation, social-media management combined with paid advertising optimisation, or communication roles requiring platform governance, analytics, and project coordination. In Italy and Greece, hybrid creative–analytical skills dominate marketing and social-media–oriented roles, while Slovenia and Belgium showcase more advanced hybridisation, where communication, analytical, and technical expertise converge in roles such as digital managers, analysts, or data-related specialists. This shift illustrates a broader European trend: employers increasingly expect candidates to operate comfortably at the intersection of media, technology, and analytics.

Demand for transversal and soft skills

Beyond technical abilities, the postings highlight a consistent demand for transversal competencies that enable adaptability in fast-evolving digital environments. Across all four countries, candidates are expected to demonstrate strong communication skills, cross-department collaboration, problem-solving, organisational abilities, and a proactive or self-driven work approach. Slovenia and Belgium place more emphasis on structured project management, accuracy, and responsibility, particularly within public institutions, finance, and corporate communication contexts, whereas Italy and Greece more frequently highlight creativity, trend awareness, and the ability to respond quickly to platform dynamics. Language proficiency is another important transversal requirement, especially in Belgium (multilingual communication) and Slovenia (Slovene + English), while international collaboration or remote-work readiness appears in several postings across all countries.

Overall, the labour market signals a shift toward a digitally intensive workforce in which technical literacy, hybrid competence profiles, and strong soft skills function as mutually reinforcing pillars. Although the four countries differ in their sectoral priorities and seniority structures, the underlying direction is consistent: European employers increasingly seek professionals who can navigate complex digital ecosystems, integrate multiple skill domains, and respond flexibly to rapid technological change.

3.2 Cross-Country Comparison of Partner Findings

Common trends across countries

Across all four countries, employers consistently expect strong digital literacy that spans social-media operations, web content management (CMS), and basic to advanced analytics, with frequent references to Google Analytics/GA4, SEO/SEM, paid advertising on Meta/Google/TikTok, and routine reporting of performance indicators. These data-driven expectations extend beyond narrowly analytical roles and appear as baseline requirements in communications and content posts as well, indicating that evidence-based decision-making is now integral to day-to-day marketing and communications functions.

A second commonality is the blending of skill sets: many postings combine content creation with campaign execution and analytics, or communications responsibilities with platform governance and stakeholder coordination, reflecting hybrid profiles that cut across traditional role boundaries. Finally, references to AI skills appear in several markets, ranging from familiarity with AI tools for marketing and content creation to highly technical AI engineering roles, signalling an emerging expectation that candidates can leverage automation and generative tools in their workflow.

Key national specificities

In Italy, the vacancy mix emphasizes social-media management and performance marketing, with multiple roles centred on Meta/TikTok/YouTube advertising, editorial planning, and creative content production, often combined with analytics and growth responsibilities. In Slovenia, employers more frequently specify formal education levels and exact years of experience, and the set of postings spans beyond marketing into technically demanding positions (e.g., IT security, QA, and voice-AI platform engineering), alongside classic marketing/PR roles that require structured campaign management and precise reporting. In Belgium, the portfolio features a higher proportion of senior and managerial positions, such as Lead, Manager, and Expert roles. Tied to project management, corporate communication strategy, and advanced analytics, reflecting a more explicitly strategic and leadership-oriented demand. In Greece, the focus is more operational, with junior and mid-level roles in performance marketing, SEO, e-commerce operations, and social-media/content production, frequently oriented to day-to-day campaign execution and channel optimisation.

Converging versus diverging competencies

Convergence is visible in three areas:

1. analytics as a standard capability across communications, marketing, and digital roles;
2. growing AI literacy: from basic tool familiarity in marketing to specialised AI engineering, embedded in job expectations; and
3. multiform content production (especially short-form video and cross-platform assets) combined with basic CMS proficiency.

Divergence across countries becomes especially visible in the seniority structure and sectoral orientation of the job postings. Belgium leans towards senior and strategically oriented leadership profiles, whereas Greece focuses predominantly on execution-oriented junior and mid-level positions. Italy and Slovenia show mixed structures that combine creative and operational marketing posts with roles requiring more advanced analytical or technical competencies. The distribution of postings confirms these differences: Italy lists 1 junior, 7 mid-level, and 2 senior roles; Slovenia lists 4 junior, 11 mid-level, and 5 senior roles; Belgium includes 0 junior, 6 mid-level, and 4 senior positions; and Greece presents an entry-level-leaning profile with 4 junior and 6 mid-level roles and no senior postings. Altogether, across all fifty job postings, this results in 9 junior, 30 mid-level, and 11 senior roles.

The classification of roles by seniority was determined primarily through explicit labels such as “Junior,” “Mid-level,” or “Senior,” or clearly stated years of experience. When such information was not provided, the categorisation was inferred from job

titles, the scope of responsibilities, and the required competencies. In line with common industry practice, positions such as *Assistant* or *Content Creator* were classified as junior; roles titled *Specialist*, *Executive*, or *Analyst*, typically requiring around two to four years of experience, were classified as mid-level; and positions titled *Manager*, *Lead*, or *Expert*, or those requiring five or more years of experience, were categorised as senior. Taken together, these patterns illustrate a shared move toward data-enabled, hybrid digital profiles, while national labour markets continue to exhibit distinct seniority structures and domain-specific orientations.

3.3 Emerging Job Profiles and Skill Demands

The analysis of fifty job postings from Italy, Slovenia, Belgium, and Greece reveals several defining tendencies that reflect broader shifts within the contemporary European labour market. While the four countries differ in sectoral orientation and seniority structures, the dataset demonstrates clear convergence around three central themes: the ongoing digital transformation and integration of AI-related competencies, the emergence of hybrid media–technology roles, and a strong demand for transversal and soft skills. These patterns are evident across marketing, communications, digital content, data-driven, and technical positions captured in the dataset.

Digital transformation and AI integration

Digitalisation is a dominant feature across all job postings, with employers consistently requiring candidates to operate confidently within complex digital environments. Across Italy, Slovenia, Belgium, and Greece, skills such as SEO/SEM, analytics (including Google Analytics or GA4), social-media platform management, paid advertising on Meta, TikTok, and Google Ads, and routine performance reporting appear repeatedly.

The scope of digital transformation, however, extends beyond marketing. Several postings (particularly in Slovenia and Belgium) highlight advanced technical competencies, including IT security administration, QA engineering, data engineering, and infrastructure-related roles. In addition, multiple positions reference the use of AI tools or workflows, either as part of everyday marketing and content-production tasks (e.g., AI-supported visual or video generation) or within specialist engineering roles linked to AI platforms and automation systems. This indicates that AI availability and AI literacy are becoming embedded at different layers of the labour market, from creative-operational tasks to high-specialisation engineering.

Rise of hybrid media–tech roles

A second major trend is the rise of hybrid roles that merge responsibilities previously associated with separate professional domains. Many positions combine content creation, social-media management, advertising execution, analytics interpretation, CRM operations, CMS updates, reporting, and cross-team coordination.

Italy and Greece reflect this hybridisation primarily in marketing and social-media-oriented roles, where candidates are expected to produce visual and video content, manage community engagement, run paid campaigns, and track performance indicators within the same role. Slovenia and Belgium, meanwhile, display more structurally layered hybrids, merging communication strategy with analytical or technical expertise, especially in positions such as Digital Analyst, Digital Manager, Marketing & Communications Officer, or project-management-based IT roles.

Overall, the dataset shows that European employers increasingly expect candidates to navigate the intersection of media, technology, and data, rather than occupy narrowly specialised single-domain roles.

Demand for transversal and soft skills

Alongside technical expectations, the postings consistently emphasise transversal competencies, skills that enable effective collaboration and adaptability within rapidly evolving digital environments. Core requirements across countries include excellent written and verbal communication capabilities, teamwork, organisational skills, creativity, analytical thinking, problem-solving, and the ability to work independently with initiative.

National differences are nonetheless visible: Slovenia and Belgium frequently stress precision, responsibility, and structured project-management competencies, reflecting their concentration of roles in public institutions, finance, or corporate communication contexts. Italy and Greece more often highlight creativity, aesthetic awareness, trend responsiveness, and the capacity to create engaging digital content across fast-moving platforms such as Instagram, TikTok, and YouTube. Several postings also emphasise multilingual communication, especially in Slovenia and Belgium.

Together, these transversal skill requirements demonstrate that technical proficiency alone is insufficient for contemporary digital roles; instead, employers value candidates capable of combining digital literacy with strong interpersonal and operational competencies.

Overall, the European labour market-based on the multi-country dataset, shows a clear movement toward digitally intensive, hybrid, and interdisciplinary profiles supported by strong transversal skills. While national labour markets differ in sectoral emphasis and seniority composition, they share a common trajectory: increasing reliance on digital tools and AI, expanding expectations for cross-functional competencies, and sustained demand for adaptable, communicative, and analytically capable professionals

4 Competency Profile for a Job-Ready Professional

4.1 Introduction to Competency Profile

Based on the comparative labour-market analysis of job postings from Italy, Slovenia, Belgium, and Greece, a set of ten core competencies emerges as essential for a job-ready professional in contemporary digital, communication, marketing, and hybrid media-technology roles. These competencies reflect recurring requirements across countries, sectors, and job levels, including digital tool proficiency, analytical thinking, content production, cross-team collaboration, and AI-related skills. Together, they form a comprehensive profile that aligns with current employer expectations across Europe.

1. Digital tool & platform literacy (social platforms, CMS, analytics suites)

Employers consistently expect candidates to operate confidently across major social platforms (Meta/Facebook, Instagram, TikTok, LinkedIn), maintain or update web content via CMS, and navigate analytics environments (e.g., GA/GA4, GTM). This capability appears in marketing, communications, content, and e-commerce roles, forming the operational baseline for day-to-day digital work.

2. Analytics, KPI monitoring & data-driven decision-making

A cross-country constant is the ability to set and track KPIs, interpret performance data, and produce regular reports that inform optimisation. Postings frequently reference GA/GA4, Looker/BI dashboards, ROAS analysis, and tagging strategies, showing that evidence-based decisions underpin both campaign execution and strategic communication.

3. Digital content creation (text, visual, video, including short-form)

Roles call for writing (posts, blogs, website copy, PR materials), visual design (e.g., Canva/Adobe), and video production/editing, with a strong emphasis on platform-native short-form formats (Reels/Shorts/TikTok). This competency is not limited to creative posts. It is embedded in marketing, social, and e-commerce functions to drive engagement and conversion.

4. Social-media management & trend monitoring (planning, community, formats)

Beyond publishing, employers expect structured editorial calendars, community management, and the ability to adapt content to platform dynamics and emerging trends. The postings stress hands-on moderation, growth of presence/engagement, and alignment of creative output with data signals from social analytics.

5. Communication skills (written, verbal, public-facing)

High-quality written and spoken communication is repeatedly required, ranging from public relations and corporate messaging to sales-oriented copywriting and internal/executive reporting. Multilingual capability appears where relevant, with clear, accurate, and audience-appropriate messaging treated as a core employability pillar.

6. Collaboration & cross-functional coordination

Most roles demand collaboration across marketing, design/creative, product, sales, and sometimes IT or external agencies. Candidates are expected to coordinate stakeholders, translate needs into briefs, and keep workflows aligned, reflecting the hybrid nature of modern digital teams and the importance of organised, cross-team delivery.

7. Organisational skills, time management & reliability

Employers repeatedly highlight structured thinking, precision/attention to detail, responsibility, and dependable execution under deadlines. These behaviours anchor performance in fast-paced environments, ensuring campaigns, content cycles, and reporting routines are delivered consistently and accurately.

8. Creativity, adaptability & innovation

Across countries, postings value creativity in concepting and storytelling, plus adaptability to platform changes and rapid experimentation with new formats. This competency couple's imaginative ideation with practical responsiveness, enabling professionals to evolve content and campaigns in line with shifting audience and channel dynamics.

9. Basic technical/digital fluency (web/CMS, UX-adjacent tasks, tooling)

Many non-IT roles still require hands-on web publishing, basic UX sensibility, and comfort with productivity/marketing tools (e.g., MS Office, CRM, email suites like Mailchimp/Klaviyo). This general fluency allows professionals to

maintain sites, coordinate assets, and support conversion-oriented improvements without deep engineering expertise.

10. AI literacy (from AI-assisted productivity to advanced AI/engineering)

AI appears at multiple levels: in marketing/content workflows (ideation, visual/video assets, automation) and in specialised engineering roles (ML integration, scalable systems, QA automation). Even when not explicitly advanced, employers increasingly expect awareness of AI tools and responsible use, with deeper technical competence required in designated AI/IT posts.

4.2 Relevance for Higher Education Institutions

The competency profile developed in this project is highly relevant for Higher Education Institutions (HEIs), as it reflects current labour-market expectations observed across all partner countries. The analysis of 50 job postings from Italy, Slovenia, Belgium, and Greece shows that employers consistently demand an integrated combination of digital, analytical, media, communication, and AI-related competences. This creates a clear mandate for HEIs to modernise teaching, curricula, and learning pathways.

First, the competency profile highlights the need for curriculum updates that better reflect real-world tasks such as digital campaign management, social-media content creation, data interpretation, SEO/SEM, basic video production, and the use of industry-standard tools (Google Analytics/GA4, Meta/TikTok Ads, CMS, Canva/Adobe). These competencies are demanded across all labour-market segments, from marketing and communication roles in Italy and Greece to content creation and PR roles in Slovenia, and data-/AI-oriented profiles in Belgium and MIITR Slovenia.

Second, HEIs can use the competency profile to strengthen work-readiness and employability of graduates. The labour-market evidence shows a growing emphasis on practical skills such as performance optimisation, KPI tracking, content creation, stakeholder communication, and the ability to apply tools autonomously in professional settings. Integrating more project-based learning, practical exercises, internships, and simulation-based assessment would directly address these expectations.

Third, the competency profile is a foundation for embedding AI literacy into study programmes. Several postings, particularly from Belgium, Italy, and the MIITR Slovenian partner, explicitly request familiarity with generative AI tools, automation systems, and AI-augmented content workflows. HEIs therefore have a responsibility to equip students with an understanding of AI-enhanced communication

processes, ethical considerations, and the practical use of AI for analytics, content creation, and decision-making.

Finally, the competency profile supports HEIs in aligning learning outcomes with international labour-market standards. Because the analysis spans multiple European countries, it captures both local specificities (e.g., PR and public-institution communication roles in Slovenia, highly technical data/AI roles in Belgium, and content-driven roles in Greece and Italy) and universal trends (e.g., digital literacy, analytics, platform fluency, and communication skills). As such, it helps HEIs design programmes that prepare students for cross-border mobility and a European-wide job market.

4.3 Relevance for Employers and Other Stakeholders

For employers, industry organisations, and other stakeholders, the competency profile provides a clear and structured representation of the skills, knowledge, and behaviours required of a job-ready professional in the digital-media and communication fields. It translates the fragmented expectations found across different job postings into a coherent framework that employers can directly use in recruitment, onboarding, and staff development strategies.

Employers benefit from the competency profile because it reflects the actual operational needs documented in the analysed job ads. These include competences in campaign planning and optimisation (Italy, Greece), data-driven decision-making and dashboard use (Belgium, Slovenia), social-media and content production (Italy, Slovenia, Greece), CMS and e-commerce management (Slovenia, Greece), as well as AI-supported workflows and automation requirements (Belgium, MIITR Slovenia). The profile therefore supports employers in articulating job requirements more clearly and ensures a better match between candidates' abilities and organisational needs.

Competency profile also offers value for HR managers and talent-development specialists, who can use it as a diagnostic tool to identify skill gaps within their teams. Because the analysis identifies both technical competencies (e.g., analytics, SEO, video editing, AI) and transversal skills (communication, collaboration, problem-solving, adaptability), it can inform internal training programmes and guide upskilling or reskilling efforts.

For public institutions, NGOs, and governmental stakeholders, the profile contributes to broader workforce-development strategies. For example, PR-oriented positions in Slovenia highlight the need for communication ethics, media literacy, professional writing, and protocol management; meanwhile, the technical IT-security posting from Slovenia (UM) shows that digital competence is increasingly relevant even outside traditionally technical fields. This suggests that stakeholders across sectors can use the competency profile to support evidence-based digital-skills policies, youth-employment initiatives, or sector-specific training projects.

Finally, employers benefit from improved alignment between education and industry. When HEIs use this competency profile to design programmes, employers receive graduates who are better prepared, more autonomous, able to use the required tools, and ready to contribute meaningfully from day one. This reduces onboarding costs, improves job performance, and strengthens collaboration between academy and industry across Europe.

5 Use and Impact of the Competency Profile

5.1 Applications in Higher Education

The competency profile offers Higher Education Institutions (HEIs) a practical and evidence-based framework for modernising curricula and strengthening students' preparedness for emerging digital-media environments. It addresses several gaps identified in the A2.1 analysis, such as fragmented media-literacy integration, insufficient critical-thinking depth, and limited AI-literacy provision.

Curriculum Innovation and Alignment with Labour Market Needs

The job-ad analysis reveals clear demands for digital marketing, multimedia production, data analytics, SEO/SEM, performance campaign management, AI-supported content creation, and cross-platform communication skills across Italy, Slovenia, Belgium, and Greece.

These findings align with A2.1 insights showing that universities currently struggle to keep pace with rapid technological changes and AI's growing influence on media and communication practices. The competency profile therefore supports HEIs in revising curricula to ensure the inclusion of:

- practical analytics competences (GA4, Tag Manager, KPI interpretation)
- content-creation skills (video editing, design tools, CMS)
- AI literacy (generative AI, algorithmic awareness, ethical considerations)
- transversal competences (critical thinking, communication, project management)

Support for Modular Integration of Media Literacy

A2.1 findings show that media literacy is often treated as a peripheral, project-based, or single-course topic rather than a transversal competence integrated across disciplines. Academics reported that students show operational fluency but lack deeper evaluative judgment, contextual awareness, or ethical reasoning related to AI and media systems.

The competency profile addresses this by offering clearly defined knowledge areas and skills that can be:

- embedded across multiple subjects
- implemented through micro-modules, blended learning, flipped classrooms, and case-based scenarios (as recommended in A2.1)
- used to structure interdisciplinary learning pathways

Enhancing University–Industry Collaboration

A2.1 interviews with SMEs highlight the need for graduates who can combine technical expertise with soft skills, adaptability, critical thinking, and ethical awareness. They also call for longer internships, real-world projects, and direct involvement of industry professionals in teaching.

The competency profile provides HEIs with a structured basis for:

- co-designing courses and capstone projects with industry
- preparing students for T-shaped roles (depth + broad digital literacy)
- aligning internship learning outcomes with concrete job-market needs

Supporting Institutional AI Governance and Teacher Training

Students and academics interviewed in A2.1 emphasized the need for clear institutional rules on AI use, ethical guidelines, and systematic teacher training on AI-supported pedagogies. The competency profile reinforces these needs by integrating:

- ethical AI literacy
- human oversight in automated content production
- transparent, responsible use of digital tools and AI workflows

5.2 Contribution to Employability and Media Literacy

Strengthening Job-Readiness

The competency profile directly reflects skills and tools demanded in the labour market, as shown in the job-ad analysis. These include:

- social-media and content production
- data-driven campaign optimisation
- SEO, SEM, CMS management
- analytics and KPI reporting
- performance marketing
- teamwork, communication, adaptability
- AI-supported content creation and evaluation

By aligning HE curricula with these competencies, graduates become significantly more job-ready and able to transition efficiently into roles such as:

- digital marketing specialist
- content creator
- social-media manager
- digital analyst
- SEO/SEM specialist
- AI-assisted media producer
- PR and communication specialist

SMEs in A2.1 confirm that graduates frequently lack practical experience, critical judgment, and ethical AI awareness, despite being fluent in basic digital tools. The competency profile bridges these gaps by formalising expectations for applied digital skills, fact-checking, algorithmic understanding, and responsible technological use.

Boosting Critical and Media-Literacy Competences

A2.1 demonstrated that students often show “awareness without action”: they recognise misinformation but do not consistently verify information or apply critical-thinking strategies. Furthermore, both SMEs and academics emphasised deficits in:

- source verification
- contextual analysis
- critical interpretation of information
- understanding of AI-generated content and algorithmic influence

The competency profile addresses these gaps by embedding media-literacy dimensions into technical and creative competences. It supports:

- evidence-based evaluation of digital content
- ethical reasoning in media production
- human oversight of AI
- resilience against misinformation
- algorithmic awareness and privacy management

These areas also correspond to labour-market expectations: job ads increasingly request data-interpretation skills, an understanding of online ecosystems, ethical communication, and the ability to differentiate between noise and value.

Increasing Gender-Inclusive Employability

A2.1 results highlight significant gender dynamics: female students often show stronger verification behaviours, higher ethical awareness, and greater engagement with AI-literacy topics, while also experiencing unequal access to role models or practical opportunities.

The competency profile contributes to gender-inclusive employability by:

- establishing transparent expectations for skills across all genders
- supporting inclusive pedagogies (project-based work, role-model integration)
- enabling HEIs to design equitable learning pathways and reduce structural barriers

5.3 Links with Other MEDIA Project Results

This subsection integrates findings from the *job-ad analysis* and the *A2.1 report* to show how the competency profile builds continuity within the work package.

Complementarity with A2.1: Emerging Media-Literacy Challenges

A2.1 identified several systemic challenges:

- deep mediatization and algorithmic influence
- misinformation, fake news, and post-truth dynamics
- ethical concerns about AI in media
- fragmented and insufficient media-literacy integration in HE
- lack of structured collaboration between academia and industry

The job-ad analysis from Activity 2.2 confirms these findings from the perspective of employers:

- companies expect algorithmic awareness, critical evaluation, and ethical digital behaviour
- AI skills and understanding of automated content are increasingly required
- soft skills (communication, adaptability, problem-solving) are essential
- digital-marketing and analytics competencies are no longer optional but core

Thus, the competency profile serves as a bridge between **media-literacy theory (A2.1)** and **applied labour-market demands (A2.2)**.

Synergy Between Student Needs and Employer Expectations

A2.1 shows that students:

- want more practical training, fact-checking practice, and AI ethics education
- feel unprepared to evaluate AI-generated content without guidance
- struggle with critical depth despite being active digital users

Employers (job ads + SME interviews) similarly demand:

- hands-on experience with digital tools
- critical judgment
- interdisciplinary competencies (IT + communication + ethics)
- T-shaped profiles and adaptability

The competency profile unifies these needs and translates them into a coherent skills framework.

Alignment with A2.1 Recommendations for Universities

A2.1 recommends:

- integrating media literacy into curricula
- strengthening interdisciplinary learning
- embedding AI literacy and ethical guidelines
- adopting micro-learning and project-based approaches
- improving university–industry cooperation

The competency profile directly supports these recommendations by providing:

- clear structure for curriculum redesign
- defined competences suitable for modular implementation
- content foundations for AI ethics, verification, and critical digital literacy
- a blueprint for practical, real-world assessments and internships

Connecting MEDIA Outputs into a Cohesive Whole

The competency profile:

- transforms A2.1 insights (challenges, gaps, needs, best practices) into actionable skills
- validates these skills with real EU labour-market evidence (A2.2)
- prepares the ground for future project outputs:
 - training modules
 - educational materials
 - assessment instruments
 - HEI–industry collaboration frameworks

It therefore functions as the central integrating deliverable that links research (A2.1), labour-market analysis (A2.2), and capacity-building activities still to come.

6 Conclusions and Recommendations

6.1 Conclusions

The analysis conducted within Deliverable R2.2 demonstrates that the European labour market is undergoing profound transformation driven by digitalisation, AI integration, and the emergence of hybrid media–technology roles. Across all four partner countries—Italy, Slovenia, Belgium, and Greece—employers consistently seek professionals who combine operational digital skills with analytical thinking, content-creation abilities, platform fluency, and strong transversal competences. Although national labour markets differ in seniority structures and sectoral focus, the underlying demand patterns converge: digital literacy, data-driven decision-making, and adaptive communication capabilities have become baseline expectations for job-ready professionals.

The competency profile developed in this report offers a structured response to these needs. Drawing on A2.1 findings, job-posting analysis, and cross-country synthesis, it translates fragmented employer expectations into a coherent framework that is directly applicable in higher-education settings. By integrating digital, media-literacy, analytical, and AI-related competences with essential soft skills, the profile bridges the gap between academic learning and real workplace demands. It also establishes a common reference point for future project activities, particularly the piloting of innovative teaching methods in WP3 and the integration of media-literacy frameworks in WP4.

The results confirm a strong alignment between labour-market requirements and the broader challenges identified in A2.1: the need for deeper critical-thinking skills, ethical understanding of AI, structured media-literacy education, and closer cooperation between HEIs and industry. Taken together, the findings underscore the urgency of curricular innovation and the importance of equipping students with a balanced combination of technical knowledge, analytical competence, and ethical awareness.

6.2 Recommendations

On the basis of the conclusions above, several recommendations emerge for higher-education institutions, employers, and policymakers involved in strengthening media-literacy competencies:

1. For Higher Education Institutions

HEIs should integrate the competency profile into curriculum design, ensuring that digital- and media-literacy skills are embedded across subjects rather than confined to isolated courses. Practical, project-based learning, simulation tasks, and collaboration with industry partners should be expanded to strengthen students' preparedness for hybrid digital roles. AI literacy—including ethical,

critical, and practical dimensions—should become a standard component of study programmes to ensure that students can navigate emerging technological environments responsibly.

2. For Employers and Industry Partners

Employers should use the competency profile to refine recruitment criteria, develop internal upskilling programmes, and collaborate with HEIs on internships and applied projects. Clearer articulation of required competences—particularly regarding analytics, platform governance, and AI-supported workflows—would support more accurate matching between graduate skills and organisational needs. Active participation in curriculum co-design, guest lectures, and mentorship programmes can further strengthen workforce readiness.

3. For Policymakers and Stakeholders

Policy actors should support institutional frameworks that promote digital inclusion, media-literacy integration, and AI readiness across education systems. Guidance on ethical AI use, verification standards, and responsible digital engagement would benefit both educators and students. Cross-sector initiatives involving universities, NGOs, and SMEs can encourage long-term skill development, reduce fragmentation in digital-skills provision, and ensure alignment with European digital-education priorities.

Overall, the competency profile offers a clear roadmap for modernising higher-education programmes and enhancing employability across Europe. Its implementation can contribute to a digitally resilient, ethically grounded, and professionally agile generation of graduates capable of responding to the evolving demands of the contemporary labour market.

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