



Marketing Manager for Helbio S.A.

Description

Helbio S.A. is a high-tech company in the field of renewable energies <http://www.helbio.com>. It has developed advanced innovative technologies and products in hydrogen production from renewable raw materials and fossil fuels, and power generation with fuel cells. Helbio was recently awarded a grant from the "SME Instruments" program of the EU to industrialize and commercialize its "Prometheus-5" combined heat and power (CHP) system.

Helbio is currently seeking to hire a marketing and sales manager to work in its Athensoffice. The marketing manager will be primarily responsible for developing the marketing strategy for the product "Prometheus-5" as well as for other products, such as hydrogen generators for different applications.

A successful candidate for this position will be self-motivated, understand technological innovations, understand company objective and be able to direct his/her efforts to meet defined objectives and goals. The candidate is motivated to take responsibility and entrepreneurship within a growth-oriented small enterprise.

Primary responsibilities include (but not limited to):

- Define business development strategy for "Prometheus-5"
- Develop marketing approach, marketing channels, marketing plan and execute respective marketing measures.
- Identify potential collaborators and/or customers in different market sectors and define desirable schemes of collaboration.
- Develop materials in support of existing markets. Identify new market segments and new application of the products.
- Provide statement of qualifications and bid qualifications to perspective clients
- Support colleagues with proposal development
- Develop, manage and implement industrial, global marketing plan to reach target audience.



- Work with market managers and worldwide groups to drive company's global strategic marketing and communication efforts, consistent with the corporate objectives and within the guidelines set by corporate marketing.
- Develop, implement and evaluate marketing and communication activities, including web activities, videos, tradeshow, literature, advertising and public relations and work with publications for distribution.
- Maintain marketing department sales tools and communication materials
- Manage marketing budget and supplier invoices.
- Promote business through corporate marketing activities and act as liaison between Helbio and corporate communication and marketing groups.
- Maintain communication company-wide

- Keep sales and process departments informed of new sales and marketing tools.
- Attend and participate in corporate marketing meetings as appropriate

Qualifications

Requirements for the position:

- >5 years experience in marketing and communication for B2B or B2C
- *Either* degree in marketing, communication or related field- able to understand technical contexts *or* degree in engineering or natural sciences with very good marketing and communication experience
- Strong written and verbal communication skills
- Proficiency in English usage
- A strong existing network into small scale power generation, heating, air conditioning and refrigeration market is a surplus

We would be pleased to receive a meaningful job application at info@helbio.com.