Marketing Manager for Helbio S.A.

Description

Helbio S.A. is a high-tech company in the field of renewable energies. 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 Athens office. 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, tradeshows, 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.