



Digital Marketing Specialist

Our Company:

IRIDA Labs is a leading European based provider of **cutting-edge embedded computer vision** solutions, allowing devices to visualize and understand their surroundings through **on-device machine learning**. Our unique **machine learning** and **deep learning** technology are used for the development of machine vision applications addressing dynamic technology markets such as IoT, Security and Surveillance, Home Electronics, and Industrial/Robot Vision amongst others.

Job Description:

We are seeking for a passionate and experienced **Digital Marketing Specialist** to become part of our growing company and support the development and implementation of Irida Labs digital marketing plan. The perfect candidate will optimize and implement the corporate strategy in digital marketing through all the digital channels available to the company. This person will work closely with the rest of the management, communications and development support team to run the various campaigns on time and on budget.

Tasks/duties

- Assist in designing and developing marketing collaterals and promotional materials – website, landing pages, newsletters, stores' promos.
- Helps maintain social media accounts and participates in planning together with the development of the pool of partnerships with influencers.
- Provides fact-checking, copy-editing, and formatting assistance during the creation of content, and other promotional materials.
- Stay updated with latest marketing trends and competitor activities.
- Communicate and work closely with other departments for the smooth execution of day to day tasks.
- Participation and co-creation of corporate communication strategy and digital marketing.

You have...

- BSc in Communication, Marketing or Business administration.
- Previous work experience in digital marketing and social media management.
- Implemented digital marketing for technology or startup companies.
- Full knowledge and understanding of Online Marketing and the various digital trends.
- Positive perspective and problem solving, strong work ethic. Absolute confidentiality in the management of sensitive data.
- Excellent knowledge of English and/or German.
- Excellent written and oral communication skills.

You are...

- Tech-freak, prone to use digital tools.
- Team-oriented.
- Pro-active.
- Communicative like a cosmopolitan person.

This is a full-time position in our headquarters in Patras.

Contact:

If you feel that you want to contribute to our company, you are welcomed to send your CV to:
HR Manager: Christos Theoharatos
e-mail: htheohar@iridalabs.gr