

Job Title: Integrated Marketing Manager

ProGnosis Biotech S.A., a growing and dynamic biotechnology company, is currently seeking a dynamic marketing professional, who can manage a broad range of marketing initiatives, to join our team in Thessaloniki, Greece.

THE ROLE:

In this role, you will be responsible for planning and executing comprehensive marketing strategies, including digital marketing and campaign management, as well as traditional marketing channels. Your focus on both creative content and data-driven analysis will help drive business growth across various platforms and media.

RESPONSIBILITIES:

- **Campaign Management:**
 - Develop, execute, and optimize integrated marketing campaigns, including digital channels (especially LinkedIn & search advertising) and traditional media as needed.
 - Utilize analytics tools to track performance, set KPIs, and report on campaign outcomes.
 - Collaborate with cross-functional teams to ensure campaign insights align with broader marketing strategies and business objectives.
- **Content Creation & Communications:**
 - Write compelling articles and create engaging communications that reflect our strategic goals across multiple channels.
 - Produce presentations using tools like PowerPoint and Canva to support internal communications and client pitches.
 - Develop and manage content for webinars, podcasts, social media, and other channels.
- **Market Research & Analysis:**
 - Conduct comprehensive market research to identify trends, competitor activities, and audience insights across various media.
 - Synthesize findings into actionable insights & reports that drive strategic decision-making and support overall business growth.
 - Continuously monitor industry developments to refine content and campaign strategy.
- **Digital Marketing Initiatives:**
 - Oversee digital marketing efforts, ensuring seamless integration with offline initiatives.
 - Leverage industry-standard tools (e.g., Google Analytics, Mailchimp) to drive and measure the success of digital campaigns.

REQUIREMENTS:

- **Education:**
 - Bachelor's degree in Marketing, Business, Communications, or a related field.
 - A master's degree in a relevant discipline is a plus.
- **Experience:**
 - 2–5 years of experience in marketing, content creation, and campaign management.
 - Experience in managing digital marketing efforts within a broader marketing role is highly valued.
- **Skills & Competencies:**
 - Demonstrated ability to plan and execute integrated marketing campaigns across both digital and traditional channels.
 - Proficiency with marketing tools and analytics platforms such as Google Analytics and Mailchimp.
 - Strong written and visual communication skills with experience using tools like Microsoft Office (Especially Excel & PowerPoint) and Canva.
 - Excellent research and analytical skills to support data-driven decision-making.
 - Outstanding collaboration and communication skills, with a creative and results-driven approach.
 - Working proficiency in English (additional languages are a plus).

WHAT WE OFFER:

- A competitive salary, commensurate with your background and experience.
- A dynamic work environment where innovation and collaboration drive success.
- Significant opportunities for professional development and career growth.
- The chance to make a tangible impact on our marketing strategy and overall business performance.

To apply, please send your resume to humanresources@prognosis-biotech.com with the subject **“Integrated Marketing Manager”**. If you are passionate about marketing, excel at both digital marketing and campaign management, and are eager to drive measurable results, we'd love to hear from you.

Job type: Fulltime

Location: Thessaloniki, Greece