



Brand Manager Position (ref. code BMP)

We are looking for a Brand Manager that will join M-STAT's Product Development and Marketing Team (PDM).

M-STAT's Brand Manager will be responsible for:

- » the management of M-STAT brand (vision-mission-strategy), external and internal communication, promotion and public relations
- » content generation for social media brand accounts, infographics, newsletters, white papers and other material that help M-STAT's brand messaging, products and services
- » assist Product Managers with the development and execution of product marketing activities within scope and budget
- » monitoring, reviewing and reporting marketing activities of M-STAT brand, product and services (Adwords, press releases, conferences and other outbound and inbound activities)
- » co-operating with sales department for the creation and development of effective sales tools that will maximize product market growth and retention
- » collaborate with product development and management teams:
 - for market research , competition analysis and pricing policies
 - to capture future market opportunities and promote new product innovation
- » act as a liaison with media and advertising agencies

Brand Manager Qualifications

- » At least 4 years of professional experience in marketing or other related fields.
- » Bachelor's degree preferable in marketing, Computer Sciences other related fields (an MSc will be highly appreciated)
- » Master in Google Adwords and Search Engine Marketing (SEM)
- » Excellent copywriting skills
- » Excellent knowledge of the English language
- » Analytical thinking and strong interfacing skills
- » Strong computer skills (MS OFFICE, Image & Video Editors, CMS tools)

Other qualifications

- excellent communication and interfacing skills
- keen on new technologies
- results oriented with a "can-do" attitude
- creative thinker
- Fun to work with ☺

M-STAT offers:

- a competitive salary combined with a performance bonus scheme
- opportunities in a dynamically growing environment
- educational courses and seminars
- A modern and friendly working environment
- Fresh ideas and access to new technologies

If you are interest please send us your cv along with a cover letter marking the ref code at:

careers@m-stat.gr