



## One (1) Position for a Marketing & Communication Manager

[Ref # ORZ-0717]

The Biosensors lab (<https://www.gizeligroup.eu/>), headed by Prof. Electra Gizeli, invites applications for a **Marketing & Communications Manager** position to work in the newly awarded **HORIZON-WIDERA-2023-ACCESS-07** project entitled “Connecting Greek and Portuguese Innovation Ecosystems to Develop a Hub for Infectious Diseases Diagnostic Solutions at the Point-of Care – Tackling Cross-border Threats Towards an instrument-free future of molecular diagnostics at the point-of-care” Acronym: **DxHub** (Project number: 101186531).

### Job Description:

The Marketing and Communications Manager will have a passion for technology and innovation and will be responsible for the development and supervision of all marketing and communications strategies and activities for the project.

### About the lab and new posts:

The successful applicant will join a **multidisciplinary group** consisting of researchers (biologists, chemists, engineers, bio-physicists and material scientists), entrepreneurs, government representatives and the general public. She/he will undertake the development and implementation of comprehensive marketing campaigns for the dissemination of point-of-care methodologies to all above relevant stakeholders, both nationally and internationally. In addition, she/he will be encouraged to collaborate with **government bodies**, such as the Prefecture of Crete for the co-organization of events diffusing the DxHub outcomes, and ensure DxHub participation in **technology transfer, brokerage and hackathon events**. Active collaboration with partners from Portugal is also part of the new position.

The successful candidate will be able to:

- Strategic design and development of DxHub branding, including crafting the brand’s messaging. Strong communication and interpersonal skills will ensure fruitful collaboration of the two country partners in all branding and marketing activities.
- Develop, implement, and execute comprehensive marketing and communication plan to make results accessible to all and facilitating learning and sharing across the quadruple helix (content creation, calendar management, performance reporting, and ROI analysis for social media.)
- Create the DxHub website for FORTH, as well as online and offline creatives aligned with the brand’s guidelines.
- Collaborate with PR agencies to identify new communication opportunities and create/curate engaging content for the DxHub website, various social media platforms and specific EU sites.
- Maintain and manage the editorial calendar, including articles and creative ads.
- Cultivate community relationships and establish key partnerships.
- Plan and manage sponsorships and offline events.
- Scout and stay updated on relevant to DxHub events and trends to recommend and organize relevant participation.



**About the project:**

DxHub will develop a strong ecosystem reinforcing actors from two widening countries to consolidate individual efforts into a common cutting-edge R&I plan, thus, accelerating innovations in diagnostics into impactful solutions by embracing the quadruple helix (researchers, government, industry, the public). Communication, dissemination and exploitation of the DxHub outcomes to the broad ecosystem will ensure high societal impact and will be a major part of the project. The consortium includes academic/research, clinical, industrial, governmental and societal partners from Greece and Portugal.

**Required qualifications:**

- Bsc in Economics, Business Administration & Marketing, Social Sciences or other scientific areas
- Excellent verbal and written communication in English language
- Ability to start in the next three months

**Desired qualifications:**

- Post-graduate studies (Msc) in Marketing & Management
- Proven professional experience in marketing and communications positions, including organization and presentation of corporate events, creation of communications material, website creation, qualitative control and enrichment of content, production of corporate promotional material (forms, posters, banners, monthly e-Newsletter).

	<b>Evaluation criteria</b>	<b>Maximum score</b>
1.	Bsc in Economics, Business administration & marketing, Social Sciences or relevant area (Score points=grade x 2)	20
2.	Excellent verbal and written skills in English language (B1= 5 points, B2 = 10 points, C1 = 15 points, C2 = 20 points)	20
3.	Post-graduate studies (Msc) in Marketing & Management	20
4.	Previous marketing experience (1 year = 10 points, 2 years = 20 points, 3 years = 30 points, 4 years = 40 points)	40
5.	Ability to start in the next three months	YES/NO
<b>Total score</b>		<b>100</b>

**Contract Duration:** 12 months with the possibility of extension for another 36 months

**Salary:** Competitive salary according to age and qualifications

**Envisaged starting date:** 1st March 2025

**Application submission:** Interested applicants should submit their application electronically by **January 23, 2025 @ 13:00 (Greece time)**

**The application should consist of:**

1. Application Form (see below)
2. CV
3. Brief statement of purpose
4. The names and contact details of two referees
5. Scanned copies of academic titles
6. Scanned copies proving all the qualifications

**Submission of applications:** [orz0717@imbb.forth.gr](mailto:orz0717@imbb.forth.gr)

**Evaluation procedure**

Applications will be evaluated by a three-member evaluation committee. In case of interview procedure, applicants will be invited to participate in person or teleconference.

In case of titles and qualifications awarded by foreign Higher Education Institutions, the provisions of the Law 55/2023 (article 36) and 4957/2022 (article 304) are implemented.

The results of the selection will be announced on the website of IMBB-FORTH. Applicants have the right to appeal the selection decision, by addressing their written objection to the IMBB secretariat within five days since the results announcement on the web. Objections are submitted in one of the following ways: in person, by an authorized person, by post, by courier. They also have the right to access (a) the files of the applicants as well as (b) the table of applicants' scores (ranking of applicants results). All the above information related to the selection procedure will be available at the secretariat of IMBB-FORTH in line with the Hellenic Data Protection Authority. Access to personal data of co- applicants shall be limited to personal data (and relevant data) and supporting documents which have been the basis of the evaluation of the applicants for the specific post(s). Prior to the announcement of the personal data and/or documents of the co- applicants to the applicant, FORTH will inform the data subjects in an appropriate way.

The selected applicants will be notified personally regarding the success of his/her application and will be requested to submit certified copies of his/her degrees. If the submitted documents do not agree with the original application, the applicant will be dismissed.

**GDPR Disclaimer**

FORTH is compliant with all legal procedures for the processing of personal data as defined by the Regulation EU/2016/679 on the protection of natural persons with regard to the processing of personal data. FORTH processes the personal data and relevant supporting documents that applicants have submitted. Processing of that data is carried out exclusively for the needs and purposes of this specific call. Such data shall not be transmitted to or communicated to any third party unless required by law.

FORTH retains the above data up to the announcement of the final results of the call, unless further process and reservation is required by law or for purposes of exercise, enforcement, prosecution of certain one's legitimate legal rights' as defined in the Regulation EU/2016/679 and/or in national law. Under the Regulation EU/2016/679, applicants have the rights to be informed about their personal data, access to, rectification and erasure, restrictions of process and objection to as provided by applicable regulation and national laws. Applicants have the right to file a complaint to the national Data Protection Authority. For any further information regarding exercise of personal data protection rights, applicants may contact the Data Protection Officer at FORTH at [dpo@admin.forth.gr](mailto:dpo@admin.forth.gr).

Applicants have the right to withdraw your application and consent for the processing of personal data at any time. In this case, FORTH shall destroy such documents and/or supporting documents submitted and shall delete the related personal data.

**APPLICATION FORM**

Name: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Date of birth (dd/mm/yy): \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone number: \_\_\_\_\_  
Email address: \_\_\_\_\_

TO  
**FOUNDATION OF RESEARCH AND TECHNOLOGY (FORTH)**  
**INSTITUTE OF MOLECULAR BIOLOGY AND BIOTECHNOLOGY**

Hereby I submit my application for the position:

In the framework of the project: \_\_\_\_\_

Position code [Ref #] \_\_\_\_\_

Submitted with this application:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

I certify that:

- A) I accept the terms and conditions of the job announcement
- B) I possess all the necessary certificates and documents and I can present them in their original form to the committee without any delay if I am asked to do so
- C) I am able to complete the project within the foreseen time -frame
- D) all the information given in the framework of this application are accurate and true.

Date: \_\_\_\_\_

Applicant name

\_\_\_\_\_  
(signature)