



Job description

Inbound Marketing Specialist

Being part of ORamaVR's inbound marketing team means that you will be part of the overall B2B strategies, constantly working as a team together with the sales team and product managers. As an Inbound Marketing Specialist, your focus will be in the medical VR simulation training market that includes VR-Developers, and health organisations such as medical schools/ university hospitals, surgical training centers, simulation centers, medical device companies. Within the Sales Department, the Inbound Marketing Specialist will be responsible to increase the number of customers and generate awareness of ORamaVR's brand and products.

Top profile:

- Understanding of products, competition, industry and marketing goals.
- Being able to develop B2B strategies.
- Actively brainstorming and proposing new ideas for inbound marketing campaigns.
- Coordinate/generate various marketing materials including blogs, newsletters, social media content and more.
- Measuring the effectiveness of campaigns against agreed key performance indicators (KPIs).
- Understanding analytics and data and using them to create effective content strategies.
- Maintaining up-to-date knowledge of the industry's best practices, strategies, and offerings including inbound marketing.
- Ideally experience in the markets of AR/VR/MR/XR technology and/or medical personnel training
- Creating, managing, and executing multi-channel marketing campaigns that leverage SEO, social media, inbound marketing, email campaigns, and events to grow customer acquisition.
- As the team is multicultural, you know how to adapt your speech to different types of cultures.
- Ambition: You are excited to be a team player, building Analytical skills: You love solving complex problems and analysing data.
- Mindset: You have an entrepreneurial mindset and solution solved autonomy, you like challenges and you like getting hands-on.
- Autonomy: You are fully autonomous and able to manage projects from A to Z. Communication: You have strong written and verbal communication skills, and you are able to explain something complex with simple words. Fluency in English is a must, other languages such as German, French, Spanish are a plus.

Must have:

- 2/3 years in B2B marketing
- You also know how to use a CRM
- Experience in B2B market
- Solving problems mindset
- Empathy
- Team collaborative: We are a small team, so we need cross collaboration
- 2 languages at least

Nice to have:

- CRM Hubspot Experience
- Languages: English + German or French or Spanish or Italian

Location: Thessaloniki or Heraklion and remote

To join the ORamaVR team, please send your application to jobs@oramavr.com