



Marketing and Communications Specialist

Location: Greece, Thessaloniki

Level: Mid

Relevant experience: 2- 5 years

About NET2GRID

NET2GRID is an AI company which empowers energy retailers to become energy transition leaders by unlocking value from smart meter data. We provide the most accurate residential energy insights and predictions thanks to our unique know-how in collecting and analyzing smart meter data of all granularities. Our clients include E.ON, EDP, EDF, ENI. We have offices in the Netherlands, in Greece and in the USA.

Your Role:

You are a content enthusiast who will help us take our online presence to the next level keeping sales enablement and lead generation at the heart of all work. You are someone who can find creative angles to industry topics and can write engaging, shareable pieces. You enjoy raising the company's profile through various channels and you are comfortable organizing marketing workshops with customers. You are also enthusiastic about helping setting up internal communications within the company.

As part of the Marketing team you will:

- Develop online content for our website and social media accounts (blog, press releases, white papers, e-books, infographics, marketing collateral, case studies, blogs, etc.)
- Drive traffic and increase our followers both on our website and social media accounts
- Identify opportunities to develop and publish content for industry websites, magazines, partners' websites etc.
- Report regularly on performance regarding website and social media using analytics tools
- Contribute to the organization of Industry events
- Raise brand awareness
- Drive our Marketing strategy and efforts in Indirect Sales Channels
- Organize Marketing workshops for clients
- Drive partner marketing activities
- Support the account managers team with quality content for clients
- Maintain and develop marketing material
- You will also help develop internal communications by:



- Ensuring that relevant information is communicated effectively, on-brand, and represents our culture with impeccable attention to detail
- Ensuring cross-team communication internationally
- Keeping colleagues informed of important developments
- Collaborating with IT to identify, leverage and integrate technology that will increase the effectiveness and timeliness of employee communications

We give you a lot of space to express your creativity through various initiatives. You'll work directly with the Senior Business Development Manager and the Chief Commercial Officer. We have a small team but are growing fast.

Who you are

- Native level English language skills (written and spoken)
- International working experience
- Bachelor's degree in Journalism, Marketing or similar
- 2-5 years of relevant work experience
- You are able to translate complex industry issues into clear-cut content using compelling storytelling
- SEO and Google Analytics savvy
- Familiarity with CMS and website management tools
- Assertive and proactive attitude
- A motivated self-starter
- Empathic and communicative skills
- You are a real team player but still able to work independently
- You are able to work in an organized manner
- You're willing to put in the extra hours if it is needed
- Familiarity with modern documentation (wikis, intranet...) and communication software tools (Slack, Discord...)
- You are used to collaborating with colleagues across different departments and you are able to communicate and present your ideas in a clear way. As a team member you are dedicated contributing towards a friendly and inclusive work environment

Good to have:

- Affinity with energy-transition or smart home topics or the energy sector in general



Why work at NET2GRID?

Join our team and be part of a fast growing, innovative and fun Tech company! NET2GRID offers:

- A dynamic start-up environment where you are able to take your career to the next level
- Flexibility with working from home
- Competitive salary
- Opportunities to travel abroad
- International working environment

If you are passionate about AI, Machine learning, data-analytics, cloud computing, embedded development or you're passionate about new energy business models and innovative customer projects, join us!

How to apply:

Please send your motivation letter and CV (2 pages max) at hr@net2grid.com.