

Graphic Design & E-Marketing Specialist

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Company: LMW

Location: Polydendri

Category: other-general

LMW is seeking a dynamic **Graphic Design & E-Marketing Specialist (Pharma)** on behalf of a leading pharmaceutical company. The position is located in Polydendri, Attica, Greece.

Responsibilities

Design and develop packaging for pharmaceutical products, taking into account safety and patient information requirements

Create labels for drugs, including dosage information, side effects, and usage instructions

Design promotional materials for pharmaceutical products, including brochures, advertisements, and promotional items

Collaborate with sales and marketing departments to create promotional materials that meet market needs

Monitor regulatory requirements related to drug packaging and labeling

Develop and implement e-marketing strategies

Design visually appealing graphics for various digital platforms

Monitor and analyze campaign performance

Collaborate with the marketing team to align strategies

Maintain brand consistency across all projects

Stay up-to-date with industry trends and advancements

Optimize marketing campaigns using SEO techniques

Manage multiple projects simultaneously

Ensure all designs are optimized for user experience

Requirements

Bachelor's degree in Graphic Design, Marketing, or related field

2+ years of experience in graphic design, ideally **pharmaceutical industry or related field**

Excellent knowledge of design software such as Adobe Photoshop, Illustrator, and InDesign

Understanding of regulatory requirements for drug packaging and labeling

Ability to work effectively in a team environment and manage multiple tasks

Exceptional attention to detail and ability to produce high-quality work within deadlines

Collaboration with the Marketing team to create content promotion strategies

Creation of graphic content for advertising materials, such as posters, brochures, banners, etc

Creation, execution, and monitoring of advertising campaigns on various platforms such as Google Ads and LinkedIn Ads

Benefits

The company offers a competitive salary package, as well as the opportunity of working in a constantly growing and modern environment, with career development prospects.

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