

# Sthenos

🏠 [Sthenos](#) / [Marketing & Visual Content Specialist \(AI-Driven\)](#)

## Marketing & Visual Content Specialist (AI-Driven)

Neo Psychiko, Attiki, Greece | Marketing

**Sthenos AI** is the AI developer of EFA Group, building intelligent, mission-ready solutions for defense and aerospace. With deep expertise in Command-and-Control (C2), cyber defense, computer vision, and autonomous systems, we design and deploy secure, field-proven AI that enhances operational efficiency and situational awareness. As part of a leading European defense ecosystem, we bring scalable innovation where it matters most — in the theater of operations.

We are looking for a talented **Marketing & Visual Content Specialist** to serve as the in-house creative engine for EFA Group's marketing needs. In this role you will translate marketing ideas and concepts into high-quality visual and video executions, reduce reliance on external creative agencies, and strengthen the group's brand presence across all touchpoints.

The ideal candidate is a creative thinker with strong design execution skills, a genuine curiosity for AI-powered tools, and the ability to work autonomously on projects from concept through to final delivery. You will collaborate closely with stakeholders across EFA Group's portfolio companies, ensuring that every piece of creative output reflects the professionalism and standards the group is known for.

*The role reports directly to the Sthenos CEO and involves close day-to-day collaboration with the Marketing Department of EFA Group.*

### Your responsibilities

#### Concept-to-Visual Execution

- Translate marketing concepts into clear visual directions and creative proposals
- Create visual mockups and design concepts for campaigns, products, and brand initiatives
- Develop logos, brand elements, graphics, and visual identities as required
- Convert abstract ideas into tangible visual outputs ready for internal approval or production

#### In-House Graphic & Creative Production

- Design website visuals, landing pages, banners, brochures, and presentations
- Create product sheets and digital marketing assets
- Produce high-quality visuals using Adobe Photoshop and related tools
- Ensure brand consistency across all Sthenos and EFA Group materials
- Elevate the professional presentation of EFA Group's products and services

#### AI-Powered Creative Development

- Use AI tools (e.g. DeeVid AI and similar platforms) for video generation and editing
- Rapidly prototype visual concepts using AI-assisted workflows
- Continuously explore new AI creative tools to increase output quality and speed

#### Product Video Development & External Coordination

- Support the creation of professional product videos for websites and marketing campaigns
- Prepare visual concepts, scripts, and storyboards for product videos
- Coordinate with external production companies when higher-end production is required
- Ensure final video outputs align with brand positioning and marketing objectives

#### Technical & Web Support

- Use platforms such as Replit for basic website adjustments and landing page testing
- Assist with light scripting or automation tasks related to marketing needs
- Collaborate with marketing and technical teams to implement visual updates online

### Your requirements

- 3+ years of experience in marketing, graphic design, multimedia, or a related field
- Strong proficiency in Adobe Photoshop (experience with the broader Adobe Creative Suite is a plus)
- Hands-on experience with AI-powered creative tools
- Ability to create visual concepts from scratch—not only execute instructions
- Strong understanding of layout, composition, typography, and branding
- Ability to translate written or verbal ideas into professional visual concepts
- Comfort working directly with senior stakeholders and managing multiple priorities

- Strong organizational and coordination skills with high attention to detail
- Video editing or motion graphics experience is a strong advantage
- Basic knowledge of HTML/CSS is desirable
- Experience working with external creative or production agencies is a plus
- Storyboarding or multimedia production experience is welcome

**We Offer**

- A creative, high-impact role at the intersection of marketing, design, and AI
- Direct exposure to senior leadership and strategic decision-making
- The opportunity to shape the visual identity of a growing group of companies
- A fast-paced, entrepreneurial environment that rewards initiative and ownership
- Access to cutting-edge AI tools and the freedom to experiment with new creative technologies
- Competitive compensation and opportunities for professional growth

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