

# JOB DESCRIPTION

**JOB TITLE:** Graphics Marketing Executive  
**REPORTING TO:** Marketing Manager  
**WORKING HOURS:** 37.5 hours per week  
**LOCATION:** City of London

## ROLE SUMMARY

An exciting opportunity has arisen for an experienced Graphics Marketing Executive to join a fast growing technology company. AVMI is the UK's leading provider of Audio Visual and Digital Media solutions and is expanding rapidly overseas.

This is a fantastic opportunity for a Graphics Marketing Executive to make a real difference as the company seeks to build its brand and marketing capability. The Graphics Marketing Executive will be involved in all aspects of the marketing strategy with a strong focus on Content, Digital, Events, and Social.

The successful candidate will be an idea's person that can produce exciting and engaging marketing materials for a global audience. The individual will be self-motivated, highly organised and comfortable managing numerous projects at once whilst being able to build strong relationships with internal and external stakeholders, including suppliers and partners.

AVMI is looking for someone who wants to make their mark and someone who's able to turn ideas into powerful and engaging content.

## DUTIES AND RESPONSIBILITIES

Responsibilities include but are not limited to:

### Content

- Develop exciting and engaging marketing materials for a global audience.
- Design impactful presentation and proposal documents to support the sales team with client presentations and pitches.
- Develop company brochures, case studies, leaflets, infographics and other branded marketing materials.
- Coordinate and update all existing documentation across the business.
- Develop Account Based Marketing materials for AVMI's Global Enterprise team.
- Support with marketing campaigns and partner promotions.

### Brand and website

- Ensure effective branded marketing communications across a range of channels, including company website, social media and digital platforms.
- Managing website updates and content amends.

#### Email

- Help implement email marketing programs to drive traffic and generate leads.
- Design and manage monthly email campaigns using HubSpot.
- Create quarterly internal and external company newsletters.
- Track performance and report on leads generated.

#### Events

- Assist with AVMI's internal and external events. A hands-on approach is essential.
- Create promotional merchandise, show flyers, pre and post event marketing.
- Assist with the coordination and delivery of exhibitions, events, corporate hospitality, roundtables and showcase days.

#### Social & Internal Communication

- Responsible for managing AVMI's social media accounts and day-to-day activities.
- Write content, schedule posts and monitor performance.
- Design, create and manage social ad campaigns (sponsored content)
- Update internal digital signage with relevant information, oversee quarterly company newsletter and assist in developing a creative and impactful presentation at the annual company meeting.

#### Administrative/General

- Budget control, raising POs and processing invoices.
- Lead tracking and reporting following marketing campaigns.
- Update internal office digital signage.
- Other general duties.

#### SKILL SET REQUIREMENTS

- Hands-on, self-motivated and naturally organised.
- Creative with capability of turning ideas into powerful and engaging content.
- Good interpersonal and communications skills.
- Proactive, task driven and able to work independently as well as part of a team.
- Passionate about graphic and marketing.
- Graphics/marketing degree preferred but not essential with relevant work experience (min 2/3 years)
- B2B marketing experience in technology/IT sector would be advantageous.
- Advanced skills in Microsoft Office applications in particular Word, PowerPoint and Excel.
- Experience using website CMS, CRM system, Google Analytics and SEO would be an advantage.

#### WHY WORK FOR AVMI

- Be part of a fast-growing company working with some of the world's biggest brands
- Ambitions to become a global player (recent office openings in New York and Hong Kong)
- An evolving business that provides great opportunity for development and progression
- Full training program provided
- Great team environment