

Marcom Executive - Asia Video Industry Association (AVIA)

Work Location: Singapore, North-East

Experience: Min. 2 years (Junior Executive)

Job Scope:

- Support the Head of Marcoms in all marketing and communication activities for AVIA.
- Maintain and update information on websites
- Work with web designer to improve website UX and UI
- Measure and track web analytics
- Disseminate EDMs, Press Releases and direct mails
- Cleaning and updating of database on a regular basis – including finding relevant contact lists from LinkedIn, competitor delegate lists, publications and associations member lists to add into the database.
- Edit reports and work with vendors on design and layout of publications
- Update social media
- Coordinate and recruit media/publication partners to develop marketing agreements and ensure execution
- Collaborate with agencies and other vendor partners
- Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, advertising, promotional videos, photographs and multimedia programs
- Manage video editing and use of video as part of communications strategy

Skills:

Communication -

- Excellent spoken & written English; Other Asian languages an advantage
- Excellent communication skills
- Confident in dealing with all management levels internally and externally.
- Public Relation skills & strong interest in editing work

Technical -

- Excellent PC skills
- MS Office, including use of tables and mail merges
- Experience of database management
- Ability to effectively use and measure social media
- Proven working experience in digital marketing
- Good understanding of design & printing processes
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Working knowledge of Wordpress and HTML (good to have but not a must)
- Strong analytical skills and data-driven thinking

Personal Attributes:

- Well-organized & logical, process based approach to tasks
- Attention to detail
- Responsible and positive attitude
- Savvy, resourceful and good at multi-tasking
- Ability to learn new skills quickly and train others if required
- Works well as part of a team and also independently

Interested parties please send your CV to jaime@asiavia.org - only shortlisted candidates will be contacted