

# Marketing Executive



**VACANCY:** Marketing Executive

**LOCATION:** Kilmarnock, Scotland

## **ABOUT US:**

Glenfield Invicta Limited is part of the AVK Group; who are market leaders in the supply of valves, fittings and flow control equipment to the Water, Waste Water, Oil and Gas industries throughout the world.

A vacancy has arisen for a marketing executive to assist in delivering our marketing mission of 'Attract Convert Retain', which drives our strategy to become the "go-to hub" for technical support and information in our chosen segments.

## **ABOUT THE ROLE:**

Within this role you will embrace all elements of marketing, with a focus on further developing and growing our impact through social media and other communications media, to attract customers to our website.

You will gain hands-on experience in prioritising and managing workloads in a fast-paced environment, with full access to unique opportunities to get involved in a variety of projects to support your learning journey, for further career advancement.

Key responsibilities include, but are not limited to:

- Ensure the website is in date with regular content, providing easy navigation and communication points for visitors.
- Manage social media channel posting, building, and developing our social media audience.
- Assist in the development of internal and external communications material such as brochures, presentations, exhibition material, customer events, product training material, case studies, news, and social media content.
- Provide event management and marketing support including media output and assist in organising and setting-up exhibitions, as required.
- Create campaigns to promote services using all marketing channels (including email, social media, direct mail, and video).
- Provide reporting and performance metrics to measure effectiveness of marketing efforts.
- Produce case studies and news pieces ensuring that all content created is appropriate for identified audiences.
- Provide signed-off content to external print and media companies.
- Maintain relationships with internal and external stakeholders, providing regular updates.
- Contribute to the development and delivery of the communications messages, publications, and marketing materials.
- Adjust promotions and communications in response to customer feedback and/or market research.
- Contribute to the successful implementation of the marketing strategy and plan.
- Work with internal teams to plan in and maintain appropriate resources to deliver on campaigns and comms.
- Create and maintain implementation plans and detailed project briefs for campaigns and projects.



# Marketing Executive



## ABOUT YOU:

We are looking for someone with a mix of skills to assist in areas such as website content management, creative outputs, and digital marketing.

- Degree or equivalent experience in marketing, graphic design, or related field.
- Creative with experience in identifying target audiences and devising campaigns that engage, inform, and motivate.
- Passion and enthusiasm for design, with a creative flair.
- An understanding of digital and creative marketing concepts.
- Experience using Adobe Creative Suite such as Photoshop, InDesign, and Illustrator.
- Experience in website content management.
- Ability to manage marketing projects, develop marketing plans and multi-task.
- Experience in producing graphical elements.
- Experience of optimising social media campaigns
- Full UK Driving licence.

## WHAT WE OFFER:

- A culture of shared values, goals, attitudes, and business growth
- Employee Assistance Programme (Welfare and Wellbeing)
- Competitive salary
- 33 days holiday (including statutory Public Holidays)
- Life Assurance plan (x3)
- Company pension plan
- Discounts and cashback across many high-street and online retailers (Supermarkets, Entertainment, Fashion, Days Out, Technology, Home, and Travel)
- A blend of training to help your career development.

## WORKING HOURS:

- 38 hours per week
  - Monday – Thursday 0830-1700
  - Friday 0830-1500

We know that our people make the difference in the AVK Group, and we are looking for skilled, passionate, and driven professionals to work with our inspirational leaders; to promote our culture, enable change and champion a lean environment.

**APPLY NOW** - Please send your up-to-date CV to [careers@avkuk.co.uk](mailto:careers@avkuk.co.uk)

