

POSITION AVAILABLE

account/marketing executive

job role & responsibilities

The Account/Marketing Executive reports directly to the Account Directors, and will assist with the day-to-day management of the Hart Wilcox client accounts. To provide 'day to day' support to the Account Management Team across all projects as required. To understand and abide by all Hart Wilcox general working practices and procedures listed in the Company Standard Operations Manual.

overall responsibilities

You will be responsible for providing design, management and technical consultancy as required to our customers across the portfolio of services that Hart Wilcox provides - Design, Video, Virtual, Digital, Events and Exhibitions.

The role will require focus on Tier 1, 2 and 3 accounts. You will be supported on all of these accounts by the Account Directors.

You will become the conduit between the customer and the creative Studio/Production teams to bring to realisation a portfolio of campaigns, digital content, events and exhibitions. You will be the day-to-day lead on these projects. The scope of these works will cover the full life of the project - from the development of the initial concepts and presentation to the client, to the production of the finished article - to ensure the timely and successful delivery of our solutions according to the customer needs.

EXAMPLES OF TYPICAL PROJECTS FOR THESE ACCOUNTS INCLUDE:

- Video content - Filming, Design & Production
- Online Virtual Experiences - Design & Production
- Marketing Materials - Design & Production
- Marketing Campaigns - Design & Production
- Exhibition Stands - Design & Production
- Events - from roadshows to large corporate events - Design & Technical Production
- Awards Dinner Events - Design & Technical Production

You will also support the development and implementation of the Hart Wilcox Social Media strategy, alongside the Creative Studio team. This will involve working with the various Production teams to obtain relevant content to be shared across the Hart Wilcox social media accounts and agreeing the strategic broadcast of this content in a relevant and coherent manner.

To also support the Creative Studio team with maintaining the strategic and creative updates to the Hart Wilcox website.

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day to day responsibilities

- Operate as the lead point of contact for any and all matters specific to your customers.
- Build and maintain strong, long-lasting customer relationships and become a trusted advisor.
- To liaise with customers to understand their requirements and develop the creative briefs for the Studio team and production Briefs for the Production team.
- To work with both the Creative and Production teams and develop design proposals in line with customer requirements. To present those proposals, either in person or via conference call, to the customer to secure business.
- Ensure the timely and successful delivery of any given project according to customer needs and objectives and in line with agreed budgets/profit margins.
- Identify and grow opportunities within existing accounts and collaborate with Accounts team to maximise growth opportunities.
- Assist with the development and creation of budgets and estimates for projects and solutions.
- Manage content and updates to the Hart Wilcox Social Media accounts.
- Manage content and updates to Hart Wilcox website.

key skill sets

- Strong and confident verbal communication skills
 - Strong written literacy skills
 - Strong numeracy skills
 - No problem attitude
 - Ability to deal with pressure
 - Team player
 - Proficiency with Microsoft Office
 - Highly organised
 - Time management savvy
 - Deadline oriented
 - Ability to multi-task
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