



Kinesys Job Description

Digital & Video Marketing Executive

The Company

We are an exciting and dynamic company that works at the cutting edge of automation technology. Focussed on the fast moving entertainment industry, we design and sell premium products that allow designers and artists to express their creativity and push boundaries through the use of eye-catching scenic motion.

As specialists in the live entertainment arena Kinesys products can be found in use in venues and on pop concerts, TV shows, films and corporate events across six continents.

Kinesys has a simple goal: to provide exceptional automation equipment that allows venues to be outstanding and audiences to be amazed.

Job Role Background and Summary

This new and exciting role represents a fantastic opportunity for the right individual. It is a chance to join a dynamic company that understands the importance of creating and maintaining a positive relationship with our customers. The role offers a possibility to be directly involved in creating materials that communicate the Kinesys brand and offer education and support to our user base.

Kinesys' requirement is for a Digital & Video Marketing Executive to fulfil a number of creative needs within the company. Your role would involve working with the C.E.O. to update and maintain the company's brand and presence within the marketplace. You will be in charge of keeping the company website and social media channels up to date and creating and publishing original content on a regular basis. You will be responsible for creating vlogs, blogs, podcasts, infographics and other video content to assist both the sales and support departments within the company. Your role will include researching and developing new and innovative ways to promote the Kinesys brand and the company's achievements to the world. In particular we are focused on producing original video-based marketing materials to inform both potential customers and existing users.

Alongside the web and social media roles you will be in charge of producing all forms of artwork and sales materials. These include specification and datasheets for our products, all internal stationery including sales brochures and information sheets, artwork for banners and graphics on trade shows and artwork for print and web advertising.

You will need to be a passionate individual with a keen interest in marketing communications. You will have a fresh approach to social media and how these technologies can be used to promote the company as well as to enable us to better serve our customers. You will be interested in learning fresh skills and applying them to new challenges.



+44 (0)20 8481 9850



kinesys.co.uk



info@kinesys.co.uk

Kinesys, Unit 2 Kempton Gate, Oldfield Road,
Hampton, Middlesex, TW12 2AF, UK



Job Role Responsibilities

- Creation of unique content for use in marketing campaigns. This can be in the form of videos, images, graphics or animations.
- Develop artwork for use in print media, brochures, print adverts etc.
- Updating our interactive website using WordPress' CMS
- Updating all the company's social media channels, in particular Facebook, Twitter and Instagram.
- Analysing user engagement with the company's various media channels using Hubspot and other tools and presenting that information to the sales team
- Work with the C.E.O. to implement global marketing strategies

Key Job Requirements

- Excellent interpersonal skills
- Excellent written and phone communication skills
- Self-motivated with excellent organisational skills
- Experience with the WordPress content management system (CMS)
- Proven experience working the Adobe suite of products for image and video editing (Photoshop, Premiere, After Effects)
- Experience with video content creation
- Experience with Hubspot Marketing and CRM an advantage
- Experience in a technical entertainment environment an advantage

Job Reports To

C.E.O.

Working Hours/Days

Office Based: 8 hours per day plus lunch break, Monday to Friday

Travelling: Occasional for trade shows or to visit site for video/photography purposes

Location & Travel

Your primary office base will be the Kinesys office in Hampton, Middlesex, UK.

Remuneration Package

- Competitive salary based on experience
- Annual bonus based on company profit share scheme
- Company pension scheme with employer contribution