



<b>Job Title:</b> External Communications Marketing Executive	
<b>Department:</b> Marketing	<b>Reporting To:</b> Head of Marketing and Communications
<b>Revision Date:</b> 28 <sup>th</sup> April 2021	<b>Revision Number:</b> 5

## Purpose

The External Communications Marketing Executive is responsible for the successful implementation of the EIZO Marketing plan, by managing, planning, creating and promoting on-target messages to all EIZO (non channel) external stakeholders using all skills and disciplines from the marketing mix

## Accountabilities/Responsibilities

- Responsible for the inception, creation and execution of all external communications both on and off line, targeting all non-channel external stakeholders. Including but not limited to advertising, copywriting, direct marketing, and website management
- Responsible for engaging with, building relationships with and promoting alongside all non-channel stakeholders both on and off line. Including but not limited to EIZO Ambassadors, EIZO end users across all verticals and other EIZO Businesses
- Engaging with the EIZO target audiences, educating them on the latest trends, technologies and communicating with them when contacted
- Work with Marketing Communications Manager to ensure the external communications message is always on brand, on message, on target and on time
- Take responsibility for all end user marketing data and its management on the company CRM
- Support the EIZO marketing team to ensure the aims of the Marketing Strategy are successfully met

## Role and Skills Competencies

- A marketing-based education or 2+ years marketing work experience background required
- Proven background in the inception, creation and execution of both on and offline Marketing Communications activities
- Experience in external stakeholder relationship management and maximising these relationships to benefit the business
- Experience of managing a variety of target audiences simultaneously
- Ability to follow agreed plan and work autonomously to ensure above accountabilities are fulfilled
- Database management experience

## Additional Position Requirements

- The ability to travel on occasion throughout the UK
- Ensure continual maintenance of knowledge about EIZO products, the market and the advances in both traditional and digital marketing
- Support the small marketing team with general administrative tasks when required

## Competencies

- **Doing the Right Thing:** Shows continual effort to accomplish tasks. Develops own abilities and helps others to develop theirs in order to improve service to internal and external customers. Adheres to organisational rules and procedures and willingly adopts own working practices to support changes
- **Enriching Others:** Meets all team deadlines and responsibilities, listens to others and values their opinions, demonstrates respect to others, helps senior managers to meet goals, welcomes newcomers and promotes the team atmosphere. Is mindful of the organisation's corporate social responsibility policy and its commitment to the Principles of Conduct.
- **Acting Honestly:** Deals with others in a straightforward and honest manner, is accountable for actions, maintains confidentiality, supports company values, conveys good news and bad news. Acts as a role model for EIZO's ethical and professional standards.
- **Taking Responsibility:** Managing and taking on the responsibility for all tasks defined in the job description and delivering them in a timely manner. Drives for results, demonstrates motivation and personal commitment to achieve results that make a difference to the organisation. Takes responsibility for own development and seeks to develop new skills.

## Org Chart

