

## Role

Title: Junior Design and Marketing Coordinator

EV help well operators identify, understand, and resolve the most complex of wellbore issues, providing a complete and quantified picture to the global energy industry.

EV are seeking a Junior Design and Marketing Coordinator to join our dynamic team who will support our global marketing initiatives based in Aberdeen. The ideal candidate will be a recent graduate with a relevant marketing qualification or design qualification and/or at an early career stage with experience of B2B marketing. The ideal candidate will be passionate about digital marketing and an excellent communicator with first class skills in photographic and video content creation and editing. This is a unique opportunity to join a fast-paced leader of innovation with strong opportunities for skills development, global travel, and career progression.

## Interfaces

Reporting line: Marketing Communications Manager  
Interface and teamwork with: Sales  
Operations  
Senior Management  
3<sup>rd</sup> Party Companies

Location: Aberdeen with travel when required

## Responsibilities

Working under the guidance of the Marketing Communications Manager and in accordance with EV's company strategy and brand guidelines, the Junior Design & Marketing Coordinator will fulfil the following primary responsibilities:

- Responsible for the design and maintenance of digital and printed marketing collateral such as datasheets, brochures, presentations and case studies.
- Responsible for the execution of designated global events, including organisation, pre-marketing, stand construction and on-site delivery.
- Responsible for the organisation, design and distribution of corporate giveaways, employee business cards and apparel
- Responsible for the maintenance and updating of EV direct marketing contact lists.
- Assist with the editing and design of marketing material and videos for EV through the use of Premier Pro, Adobe After Effects and other software as required.
- Assist with the timely development and creation of content across social media, corporate website and digital communications platforms to support sales initiatives, events, product launches and geographical expansion.
- Assist in the development, design and delivery of editorial, advertising and thought leadership materials to support public relations initiatives.
- Working with EV sales, operations, and technology teams to deliver marketing collateral required by each department.
- Contribute to the continuous development of EV product and service excellence by identifying areas for improvement with active participation in EV performance feedback and continuous improvement processes.
- Assist with the monitoring and reporting of KPI relating to communications activities, including customer retention and growth, social media outreach and website engagement.
- Assist with the evolution of EV Corporate brand.

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- Liaise with external suppliers and channel partners in accordance with guidelines
- Assist with the day-to-day monitoring and reporting of EV marketing activities with respect to agreed budget.
- Abide by and adhere to the Company's Code of Business Conduct.

### Experience Requirements:

- Degree qualified in a relevant marketing/design discipline or proven experience within B2B marcoms, preferably within the energy industry.
- Excellent photography/video skills and proven editing capability using Adobe Creative Suite tools, with specific knowledge in Photoshop, InDesign, After Effects, Premier Pro and Illustrator.
- Experience of working with external agencies to deliver cross channel demands preferred.
- Knowledge and experience of Microsoft Office tools.
- Knowledge and experience of CRM systems.

### Key Personal Skills:

- A confident, self-starter with ability to operate effectively under limited supervision.
- A passion for Digital Marketing / Design and demonstratable experience of execution across multiple platforms.
- Strong demonstratable design and copywriting skills.
- Experienced in the use of Photoshop, Premier Pro, Adobe After Effects, InDesign and Adobe Illustrator.
- An excellent communicator with demonstratable skills for the development and communication of compelling stories based on key messages and themes.
- An ability to work as a team, building strong working relationships both internally and externally.
- An ability to effectively multi-task & prioritise.
- Experience with printing marketing collateral
- A high level of attention to detail, with high standards for quality and execution.
- Able to work to tight deadlines.
- Written and spoken English, with additional languages beneficial.