



ASIA VIDEO INDUSTRY ASSOCIATION

Marcom Executive - Asia Video Industry Association (AVIA)

About us:

The Asia Video Industry Association (AVIA) is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the shared interests of its members. AVIA works closely with its members which include the leading media and content companies in Asia such as BBC, Discovery, Disney, NBCUniversal, Netflix, ViacomCBS, WarnerMedia and many more. AVIA is the voice of the industry with governments across the region, leading the fight against video piracy and providing insight into the video industry through reports and conferences aimed to support a vibrant video industry.

Job Scope:

- Support the Head of Marcoms in all marketing and communication activities for AVIA.
- Maintain and update CRM database to ensure accuracy of accounts and contacts.
- Maintain and update information on our corporate websites including event microsites.
- Work with web designer to maintain and improve website UX and UI.
- Measure and track website analytics to improve performance and drive traffic.
- Prepare and supervise the production of newsletters, publicity brochures, handouts, advertising, promotional videos, photographs and other multimedia programs.
- Disseminate EDMs, Press Releases and direct mail to members, partners and other AVIA contacts.
- Origination and execution of content strategy across AVIA's social media accounts to drive engagement and awareness of the Association.
- Use of media intelligence platforms for the curation and reporting of AVIA's marketing and communication activities.
- Identify and recruit media partners to develop marketing agreements and ensure smooth execution.
- Collaborate with agencies and other vendor partners on delivering AVIA's marketing and communications strategy.
- Manage video editing and use of video as part of communications strategy.

Skills:

Communication -

- Excellent spoken & written English; Other Asian languages an advantage
- Excellent communication skills
- Confident in dealing with all management levels both internally and externally.
- Good PR skills & strong interest in editing work

Technical -

- Excellent PC skills
- MS Office, including use of tables and mail merges
- Experience of database management
- Ability to effectively use and measure social media
- Proven working experience in digital marketing
- Good understanding of design & printing processes
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of website analytics tools
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Ability to manage simple graphic design and editing will be an advantage



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Personal Attributes:

- Keen interest to learn and know more about the media and video industry in Asia
- Well-organized & logical, process based approach to tasks
- Attention to detail
- Responsible and positive attitude
- Savvy, resourceful and good at multi-tasking
- Ability to learn new skills quickly and train others if required
- Works well as part of a team and also independently

Interested parties please send your CV to marketing@avia.org - only shortlisted candidates will be contacted.