Job description

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| **Job title:** | Publishing Marketing Executive |
| **Division:** | Publishing and Scientific Affairs |
| **Grade:** | Wider Team |
| **Reports to:** | Head of Editorial |
| **Overall purpose of role:** | Increases the usage and submissions for the SfE Group’s journals through evidence- based marketing campaigns. |
| **Key accountabilities:** | Plans and implements marketing campaigns for SfE Group’s journals to increase usage and submissions.  Develops and maintains an in-depth knowledge of SfE Group’s journals, and their communities, to ensure continuous improvement of marketing activity.  Increases the profile of the SfE Group’s publishing service. |
| **Date:** | January 2025 |

Responsibilities

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| **Key responsibilities** |  | **% of time** |
| **Strategic:** | * Sets objectives for campaigns, measure campaign ROI, and use this insight to improve marketing tactics. * Understands each publishing client’s objectives and develops campaigns that align with these. * Develops knowledge of the STM publishing industry and best practice in publishing marketing. | 10% |
| **Operational:** | * Develops and implements marketing schedules for journals to increase usage and submissions.   + Sets evidence-based campaign targets.   + Chooses appropriate marketing channels.   + Segments communications to target specific audiences.   + Develops key messages for target audiences.   + Writes accurate and engaging copy.   + Reports on campaign results. * Oversees the design and production of journal marketing materials to ensure they conform to clients’ brand guidelines. * Represents Bioscientifica at conferences, editorial board meetings and other external events worldwide. * Manages social media accounts for your journal portfolio. | 75% |
| **Financial:** | * Tracks marketing expenditure for each journal and ensure that overall expenditure does not exceed budget. | 5% |

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| **Key responsibilities** |  | **% of time** |
| **People:** | * Develops strong working relationships with internal teams and external stakeholders. | 10% |

Person specification

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| **Skills and experience** |  |
| **Technical skills:** | * Awareness of basic marketing principles and their practical application, * Excellent copywriting skills: ability to write accurately for a range of intended audiences * A strong eye for design and ability to clearly brief external designers * Strong verbal communication and presentation skills * Familiarity with digital marketing channels and preferably some knowledge of email marketing systems * Good working knowledge of Microsoft Excel. * Ability to effectively manipulate and interpret data to create clear concise reports. |
| **Experience:** | * Proven experience at Marketing Assistant / Coordinator level, and/**or** some marketing work experience ideally gained in STM publishing or similar environment. * Understand the needs, opportunities and challenges of scientific and academic communities. |
| **Behavioural competencies:** | * Strong organisational skills and ability to multitask and work independently across multiple projects. * Commercially minded and results-driven, with a focus on evaluating and enhancing the effectiveness of marketing activities to achieve targets. * Proactive, solutions-orientated approach * Ability to adapt approach based on feedback, to achieve the desired result * Good communication skills – written and oral * Excellent interpersonal skills * Customer focus: Committed to understanding and meeting the needs of customers, ensuring high levels of satisfaction and fostering positive relationships * Networking: Building and maintaining professional relationships within the relevant communities of stakeholders. * Resilience: Able to work under pressure and remain professional at all times. * Collaboration: Working effectively across all levels of staff within the organization and all other stakeholders. * Cultural Competence: Respecting and valuing diversity. * Demonstrates strong self-awareness of own abilities and development needs, and proactively seeks out learning opportunities, both internally and externally, to ensure that these are met. |
| **Other relevant requirements:** | * Excellent spoken and written English * Willingness to travel in UK and internationally * Holds a valid Passport |