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.
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| **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.
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| **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.
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| **Other relevant requirements:** | * Excellent spoken and written English
* Willingness to travel in UK and internationally
* Holds a valid Passport
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