

Job Description

Job title:	Marketing Assistant	Department:	Marketing
Reports to (title):	Senior Marketing Manager - Enablement	Division:	Academic
Date:	7 May 2020		

PURPOSE OF THE JOB

The Marketing Assistant is a role that implements strategic marketing activities across books, journals and online products, under direction of their manager, and based on departmental goals and objectives.

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

- 1) Implementation of strategic marketing activities, under guidance including:
 - a) Implementation of strategic marketing activities under direction, utilizing marketing tools such as conferences, social media, email, PPC, multimedia and content
 - b) Implement key social media activities
 - c) Creation of key content under direction
 - d) Implementation of eCampaign activities under direction
- 2) Communication with key stakeholders:
 - a) Communicate with marketers within the team on campaign fulfilment
 - b) Liaise with marketers from external teams on campaign activities
 - c) Engage with external authors, contractors and freelancers as appropriate
- 3) Implementation of key content strategies as directed:
 - a) Create content collections to support driving usage
 - b) Creation of content (including commissioning and editing) for use through multiple channels including written and multimedia content that supports key discipline and thematic priorities
 - c) Develop/procure engaging content marketing assets for campaigns in key hot topic/priority publishing areas as requested
- 4) Support implementation of third-party event/conference strategies:
 - a) Create thematic campaigns for conferences under direction
 - b) Ensure title lists are optimized to ensure the most appropriate titles are sent based on front list and analysis of selling patterns from previous conferences
 - c) Support conferences at the event
- 5) Analysis
 - a) Provide regularly reporting on campaigns and social media channels
 - b) Implementation and management of social listening programs for such as Altmetric that deliver an understanding of broad sentiment and of the key disciplines
- 6) Workload management and prioritisation
 - a) Implement effective planning
 - b) Manage campaign budgets, working to shared deadlines/frameworks

KNOWLEDGE AND EXPERIENCE

- Interest in marketing
- Effective communication with external and external customers

KPIs

- Fulfilment of marketing duties

- Engagement with marketing team

KEY INTERFACES

Internal:

Representatives within the marketing team and across the division
Administrative functions: HR, Accounts etc

External:

- Suppliers such as: printers, designers, advertisers

ORGANIZATION CHART

