

## Job Description

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<b>Job title:</b>	Marketing Assistant	<b>Department:</b>	Marketing
<b>Reports to (title):</b>	Senior Marketing Manager - Enablement	<b>Division:</b>	Academic
<b>Date:</b>	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

