

Job Description

Job title:	Marketing Campaign Manager	Department:	Marketing
Reports to (title):	Marketing Manager/Senior Marketing Manager	Division:	ED-UK
Date:	January/2018		

PURPOSE OF THE JOB

To assist in devising, and then to implement and evaluate the marketing strategy for your resources, customer group and market initiative to increase sales revenue and market share

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

1. With support from your manager, devise, deliver and monitor integrated marketing campaigns, taking a logistical lead, to ensure marketing activity is effective and generates maximum return on investment.
2. To work collaboratively with publishers, sales managers and other functions from initial concept to publication, and throughout the life of the product, contributing to the development of commercially successful resources.
3. To assist in analysing customer and market information, and prepare campaign reports to inform sales and marketing plans and to feed into resource decision making.
4. To assist with the development of sales revenue, backorders and adoption targets, to ensure business targets are met or exceeded.
5. To help foster team work throughout the sales and marketing and other functions to ensure a collaborative and knowledgeable approach to working practice.
6. With support from your manager, to delegate, manage and monitor work set to internal staff and external agencies/freelancers in order to deliver plans effectively and on schedule.
7. To manage expenditure so plans are delivered within budget.
8. With support from your manager, manage marketing projects, as needed, ensuring our marketing outputs remain competitive and in line with market need

KNOWLEDGE AND EXPERIENCE

Essential:

- Experience of working in marketing across all channels and/or publishing
- Experience of managing a budget
- Excellent interpersonal, communication, and team working skills
- Ability to manage a heavy workload with maximum attention to detail
- Well organised and able to prioritise

- Quick to learn a range of IT systems
- Innovative and creative

Desirable:

- Publishing or marketing qualification (e.g. CIM)
- Knowledge of schools market
- Experience of managing projects

KEY INTERFACES

Internal: Marketing Managers, Campaign Co-ordinators, Sales Managers, Publishers, Designers, Production, Commercial, IT

External: Authors, design agencies, freelance content creation staff