

Job Description

Job title: Marketing Executive (Journals) **Department:** Marketing

Reports to (title): Marketing Manager **Division:** Academic

Date:

PURPOSE OF THE JOB

The Marketing Executive (Journals) is a role that develops and implements marketing strategies across their journal list/s, under guidance, based on departmental goals and objectives. This role also supports Managers across their team on campaign implementation

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

- 1) Development and implementation of strategic marketing plans, under guidance, for key journal lists (and key high value products) including:
 - a) Implementation of key content strategies
 - b) Implementation of social media strategies within journal lists
 - c) Implementation of targeted eCampaign strategy
 - d) Implementation of third-party event/conference strategies for key journal lists
 - e) Implementation of strategy and approach for engaging advocates to support our goals and enhance end user engagement with OUP
 - f) Ensure journal marketing priorities are in alignment with journal editorial strategies
- 2) Communication with key stakeholders:
 - a) Ensure marketing strategies are successfully communication across key internal and external stakeholders
 - b) Liaise across marketers within discipline marketing on cohesive aligned strategies
 - c) Participate in society and editorial board meetings as appropriate
 - d) Engage with external society and journal editors to support key marketing and editorial strategies
- 3) In alignment with team objectives, this position will lead and direct campaigns for their journals, including:
 - a) Under guidance, develop and implement strategic plans to identify key topics and products and target areas for driving engagement with researchers
 - b) Utilise journals usage data to inform strategic target areas and inform campaign content
 - c) Utilise usage data from online products and books to inform understanding of subject area, and align with priorities across discipline marketing
 - d) Create and implement strategic marketing campaign plans supporting key hot topic/priority publishing areas and journals, and utilizing marketing tools such as conferences, social media, email, PPC, multimedia and content for promotion
 - e) Monitoring brand and product mentions and interactions on social media/online
 - f) Analysis of content success/failure to support continuous improvement and inform content creation
- 4) Development and implementation of key content strategies within key journals:
 - a) Create content collections in key areas 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 journals and thematic priorities
 - c) Develop/procure engaging content marketing assets for campaigns in key hot topic/priority publishing areas
 - d) Implementation of opportunities to make core content free to drive engagement across multiple channels within key priority areas

- 5) Implementation of third-party event/conference strategies for key journal areas:
 - a) Identify opportunities to engage with conferences on a digital format
 - b) Utilise attendance at conferences to gain market knowledge of our research audience and their behaviors
 - c) Utilise key conference themes to direct campaigns to engage with targeted researcher bases
 - d) Optimise conferences to showcase content across all channels based on targeted content lists
 - e) Utilise researcher attendance to create content for future marketing campaigns
- 6) Analysis
 - a) Provide regular reporting on performance against KPIs and critical measures of performance and effectiveness
 - b) Maintain analysis of campaigns to measure against KPIs, and utilize benchmarks set by the Shared Services team at the tactical level to monitor success of campaigns and activity
 - c) Implementation and management of social listening programs for such as Altmetric that deliver an understanding of broad sentiment and of the key disciplines.
- 7) Market Knowledge
 - a) Implement best practice channel and campaign analysis, to measure success/failure or growth/decline, to feed into continuous improvement of understanding discipline researcher market
 - b) Identify new customer bases, and explore ways to engage and reach the audiences to bring into the customer pipeline and potentially purchasing funnel (growing readership)

KNOWLEDGE AND EXPERIENCE

- Strong understanding of, and experience in, marketing
- Understanding of, and experience in, marketing to a range of audiences
- Strong analytical skills
- Effective communication with external and external customers – negotiation and influencing
- Experience in publishing (preferable)

KPIs

- Usage
- Engagement
- Society happiness
- Author happiness

KEY INTERFACES

Internal:

- Books, journals and online editorial staff
- Representatives across the marketing division
- Administrative functions: HR, Accounts etc

External:

- Key societies, authors, external journal editors
- Suppliers such as: printers, designers, advertisers
- News outlets, journalists

ORGANIZATION CHART

Example structure:

