

Marketing Executive	GAB Marketing
Behaviours and tasks relating to the job description	23 May 2014

Marketing strategy, planning and implementation

1. Work with your manager to prepare marketing plans which adopt appropriate tactics; implement plans and analyse results; and proactively work with marketers in related disciplines, in order that products are marketed effectively, in a timely fashion, and targets and objectives are met
2. Ensure that the review list for each new UK title is coded in STAR and that the Marketing Assistant processes all review requests in a timely manner Plan and attend conferences in liaison with your manager and editors, to ensure that books are promoted effectively, and in line with conference guidelines
3. Manage campaigns or promotions, as delegated/discussed with managers, ensuring all elements are completed and executed to a high level of accuracy
4. Select titles for New Product Alerts; design and build e-newsletters (in liaison with your manager and other marketers) which successfully promote newsworthy content, contain clear calls to action, and drive customers to our website; track results accordingly
5. Ensure relevant titles and online products are included in centralized marketing campaigns, such as the New Titles Catalogue, and proactively respond to *ad hoc* opportunities as they arise
6. Monitor and manage society promotions and liaison with societies and other professional bodies
7. Commission and monitor blog posts in liaison with the social media team
8. Respond effectively to requests for information from the sales team, PR, media, members of the general public, booksellers and librarians, to increase OUP sales and profile
9. Attend author meetings with your manager, prepare beforehand and perform designated actions
10. Maintain publicity databases and departmental spreadsheets, ensuring that all information is accurate and up-to-date
11. Proactively consider new ways of working to achieve greater success or make efficiencies, making suggestions and recommendations in a constructive manner, so they may be discussed and shared across teams
12. Develop a good understanding of the market for your lists. For example: *Who are the customers? What makes them special? How do they access content?*
13. Have a good understanding of who our competitors are: For example: *What are they doing in terms of key areas, including direct marketing, e-marketing, social media etc.*
14. Have a good understanding of what makes good copy in your subject area; be able to tailor copy to make sure any marketing messaging is effective and targeted

Delegation and sharing knowledge

1. Delegate work to more junior team members and ensure they are supported in this work, in order that the team functions efficiently
2. Where appropriate, help to train and support new starters and more junior staff, so that colleagues are helped to develop their skills, and you learn about training others
3. Share what you have learned with your own and other teams, so that they can benefit from your successes, and avoid your mistakes

Managing expenditure

1. Conduct marketing activities within agreed spending limits and flag up potential overspends, in order that budgets are adhered to, especially with regards to print marketing campaigns, e.g. catalogues
2. Code and process invoices promptly and accurately, adding costs to budget trackers.
3. Work as a team to manage project costs, working with your manager to creatively seek ways to improve cost control

Accountability for sales and campaign results

1. Be aware of key product performance against sales targets or other KPIs, in order to contribute to discussions and actions with other team members
2. Monitor sales and response rates from your campaigns (for example email click rates, conference sales), judge success against benchmarks or previous results, and make changes to your plans accordingly
3. Provide design with detailed briefs and work closely with the designer to ensure marketing material is impactful
4. Plan your marketing campaigns in line with annual events and cycles to ensure maximum response and return on investment. For example, be aware of the impact of summer holidays, or maximising the potential of conference events

Behaviour and relationships

1. Deal professionally with colleagues at all times; treat all colleagues with fairness, dignity and respect
2. Act in accordance with all OUP and GAB policies and guidelines, including but not limited to the Gifts & Hospitality Policy, Ethical Marketing Policy and Bribery & Fraud Policy
3. Adopt the most effective communication style to suit the audience and situation
4. Build and maintain good working relationships with colleagues – especially those in OUP USA and other overseas offices, freelance designers, and key societies/professional bodies
5. Prioritize your workload, especially during busy times and when urgent and unexpected requests arise
6. Respond quickly to all author queries, and learn how to manage their expectations effectively, in line with OUP author guidelines
7. Represent the department inside and outside OUP; develop good relationships beneficial to OUP and maintain and build the profile of OUP and the list
8. Contribute to team meetings and project teams with ideas, questions, and feedback projects, respecting each other's expertise at all times
9. When problems arise, work collaboratively with your team to analyse the problem and its causes, seek possible solutions, analyse the pros and cons of each, and propose/take a decision
10. Demonstrate an organised and efficient approach to producing marketing materials and implementing marketing activity

Learning and development

1. Regularly reflect on the requirements of the role, and your future development, and identify areas to improve your knowledge and performance in the changing environment, and discuss your aspirations with your manager
2. Take advantage of development, training and coaching opportunities available to you