

Marketing Manager	GA Marketing

Marketing strategy, planning and implementation

1. Create and drive forward the marketing strategy for the lists, demonstrating a knowledge of products, markets, and editorial direction
2. Ensure that all titles have a marketing plan appropriate to the level of revenue expected, that the plan is communicated to authors in good time before publication, and implemented effectively
3. Ensure all marketing communications are in line with the OUP brand, support the mission, and are appropriate to the market
4. Demonstrate understanding of GA strategic objectives as communicated by the marketing director, HoM and SMMs, and ensure all activity on your lists is in line with strategy
5. Lead by example to foster an atmosphere of creativity, innovation and efficiency, always seeking to improve best practice, improve results, and reduce waste
6. Ensure all books are published in a manner and price appropriate to the market, in order to achieve departmental and divisional commercial objectives, whether domestic or import (liaising with editorial, sales and overseas offices as necessary)
7. Participate in development of marketing policies and strategies for your team and other teams within the group

Management and leadership

1. Ensure a full training programme and suitable probation objectives are in place for new starters, and monitor delivery of this; consult with your manager about signing off probation forms
2. Delegate work appropriately across your staff to ensure a fair balance, based on skills and job level
3. Flag any performance, illness, stress, or morale issues to your manager as soon as they are identified, and agree and implement plans to address any such issues
4. Ensure that staff have clear development goals, and are supported in achieving these goals and furthering their careers

Managing expenditure

1. Track and reallocate budget throughout the year in response to changing publishing programmes and objectives
2. Prepare accurate monthly and *ad hoc* Latest Estimates when requested
3. Flag any significant overspend, underspend, or budget mistakes or problems to your manager as soon as they arise
4. Constantly strive to reduce costs where possible

Accountability for revenue/profit or other KPIs

1. Proactively focus on key titles with robust marketing plans in place and take remedial action where needed
2. Track and report on ROI for major campaigns and focus activities, making use of the data available to you (themis, abc etc)

Behaviour and conduct

1. Deal professionally with colleagues at all times; treat all colleagues with equality, dignity and respect
2. Act in accordance with all OUP and GA policies and guidelines, including but not limited to the Gifts & Hospitality Policy, Ethical Marketing Policy and Bribery & Fraud Policy
3. Foster an atmosphere of collaboration and sharing among the team and with other teams; promote your team within GA
4. Deliver work requested by the HoM/other senior staff to meet deadlines and to an appropriate standard
5. Use the internal and external resources available to you to increase your knowledge of marketing, publishing, the academic/professional sectors we operate within
6. Represent the department inside and outside OUP; to develop good relationships beneficial to OUP and to maintain and build the profile of OUP and the list
7. Approach adverse circumstances with resilience and a positive attitude; be able to adapt to change, whether internally or in the market; help maintain and build team morale in challenging times
8. Run and contribute to meetings with ideas, questions, and feedback, respecting others' input at all times