**The Biochemical Society - Proposed Job Description for:**

**Job Title**  
Marketing Officer (Publishing)

**Reports to**  
Marketing & Communications Manager

**Department**  
Marketing & Communications

**Location**  
Charles Darwin House, Roger Street, London

**Overview**

We have an exciting opportunity for a creative, proactive and highly organised Marketing Officer to play a key role in growing the profile and reputation of our wholly owned publishing subsidiary Portland Press Ltd, devising and implementing effective campaigns across our target audiences.

Working closely with colleagues in both the Marketing & Communications and Publishing teams, you will plan and oversee all elements of your campaigns, including writing high-impact copy, managing campaign budgets, reporting on metrics and co-ordinating marketing activity at relevant events.

We’re looking for someone with plenty of ideas for campaigns that will drive submissions and revenues to our portfolio of journals. Candidates will ideally have experience of working in publishing and a strong understanding of this sector and associated audiences; however knowledge of successful outcomes-driven marketing activity in other related fields (such as magazines or events) would also be useful.

**Key accountabilities**

- **Author/researcher outreach** - regular call-for-papers campaigns, promotion of author benefits/author services, researcher/reviewer engagement campaigns based on publishing news and policy, working with the editorial team to support objectives around editor advocacy and journal poster-prizes (key measure of success = quality submissions to the journals)

- **Driving revenues / sales** - key focus on campaigns highlighting and driving article usage, driving journal eTOC sign-ups, monitoring subscriber base for low-usage institutions and taking appropriate action to boost downloads (key measures of success = article downloads, low cost-per-download for subscribers and free-trial requests/leads for proactive sales agents

**Key knowledge and skills**

- Excellent organisational skills
- Excellent communication skills, both oral and written
- Demonstrable knowledge and understanding of outcomes-driven marketing activity within publishing or other related fields (such as magazines or events)
- Proven track record in developing and delivering successful strategic and tactical marketing campaigns
- Experience in budget setting and management
- Experience with online marketing tools such as Dotmailer, Survey Monkey and Google Analytics.
- Proactive approach to problem-solving
- Commitment to excellent customer service and demonstrable skill in responding to customer needs
Competencies to be evidenced in this role are:

Judgement
Makes sound decisions; bases decisions on fact rather than emotion; analyses problems skilfully; uses logic to reach solutions.

Cooperation/Teamwork
Works harmoniously with others to get a job done; responds positively to instructions and procedures; able to work well with staff, co-workers, peers and managers; shares critical information with everyone involved in a project; works effectively on projects that cross functional lines; helps to set a tone of cooperation within the work group and across groups; coordinates own work with others; seeks opinions; values working relationships; when appropriate facilitates discussion before decision-making process is complete.

Reliability
Personally responsible; completes work in a timely, consistent manner; works hours necessary to complete assigned work; is regularly present and punctual; arrives prepared for work; is committed to doing the best job possible; keeps commitments.

Support of Diversity
Treats all people with respect; values diverse perspectives; participates in diversity training opportunities; provides a supportive work environment for the multicultural workforce; applies the philosophy of equal employment opportunity; shows sensitivity to individual differences; treats others fairly without regard to race, sex, colour, religion, or sexual orientation; recognizes differences as opportunities; values and encourages unique skills and talents; seeks and considers diverse perspectives and ideas.

Customer Service
Listens and responds effectively to customer questions; resolves customer problems to the customer’s satisfaction; respects all internal and external customers; uses a team approach when dealing with customers; follows up to evaluate customer satisfaction; measures customer satisfaction effectively; commits to exceeding customer expectations.

Problem Solving
Anticipates problems; sees how a problem and its solution will affect other units; gathers information before making decisions; weighs alternatives against objectives and arrives at reasonable decisions; adapts well to changing priorities, deadlines and directions; works to eliminate all processes which do not add value; is willing to take action, even under pressure, criticism or tight deadlines; takes informed risks; recognizes and accurately evaluates the signs of a problem; analyses current procedures for possible improvements; notifies supervisor of problems in a timely manner.

Communication
Writes and speaks effectively, using conventions proper to the situation; states own opinions clearly and concisely; demonstrates openness and honesty; listens well during meetings and feedback sessions; explains reasoning behind own opinions; asks others for their opinions and feedback; asks questions to ensure understanding; exercises a professional approach with others using all appropriate tools of communication; uses consideration and tact when offering opinions.

Attention to Detail
Is alert in a high-risk environment; follows detailed procedures and ensures accuracy in documentation and data; carefully monitors gauges, instruments or processes; concentrates on routine work details; organizes and maintains a system of records.