



## **Associate Marketing Manager, EMEA**

ACS Publications publishes over 50 journals for the world's largest and most influential scientific society, the American Chemical Society, providing the worldwide scientific community with cutting-edge research from the most-cited, peer-reviewed publications in the chemical and related sciences. ACS International Ltd (ACSI), EMEA, provides sales, marketing, and customer service support for the American Chemical Society Publications.

***ACS International is currently seeking an Associate Marketing Manager, EMEA based in Oxford, UK.***

To support the growing EMEA market, this revenue-focused, B2B marketing role will develop a systematic marketing program targeting institutions in the region, which will result in increased pipeline and expanded support for marketing and sales activity across corporate and academic sectors. The role will work with local sales and marketing teams to develop high-impact campaigns to generate high quality leads and contribute to EMEA pipeline.

- **Market research:** Undertake detailed research on the EMEA region to explore potential for growth; develop and execute marketing plans based around research and reporting data.
- **Sales focus:** build pipeline for EMEA Sales Team of high quality prospect companies and institutions, and relevant contacts within those accounts; design and build comprehensive and targeted campaigns to attract new leads, nurture existing leads and prospects, and help increase awareness in the region
- **Outbound telemarketing:** undertaken by candidate or managing third-party, including local language telemarketing
- **Data-driven campaigns:** using available data within ACS systems, and working with internal teams, generate high quality concepts and value propositions to influence pipeline for upsell and new business, with a focus on academic sectors
- **Grow existing business:** Identify upsell opportunities within existing customer base through analysis of various data sources; develop messaging and value propositions that has impact within the target groups; create integrated marketing campaigns to maximise potential for sales conversions
- **Essential part of team:** Become a go-to expert on EMEA sales within the wider sales and marketing team

### **Essential skills**

- Bachelor's degree or equivalent
- 5-7+ years of experience in marketing, sales and/or account management/customer service
- Experience working with CRM such as Salesforce
- Knowledge of Marketing Automation tools such as Eloqua
- Proficient in Excel and other Office programs
- Excellent presentation, verbal and written communication skills
- Excellent logical and reasoning skills
- Flair for creativity and lateral thinking
- Ability to function effectively within a high-performance international team environment working to sales and marketing targets
- Strong time management and prioritization abilities; able to work across multiple projects and with stakeholders across a matrix organization
- Self-motivated and ability to work independently

### **Desired skills (not essential)**

- 2+ European languages (e.g. French, Spanish, Italian, German)
- Industry experience (e.g. publishing, research tools, library)
- B2B marketing experience
- Marketing qualifications, (e.g. CIM)

*To apply for a position, please submit your cover letter and CV to [careers@acsi.info](mailto:careers@acsi.info).*