
Division and Unit Overview

The Marketing, Sales and New Product Innovation Department is responsible for developing marketing strategies and implementing sales programs for the ACS Publications Division's product lines. Inherent to this is analyzing all results and recommending future direction for the marketing and positioning of ACS Publications' products within the chemical/scientific community marketplace. The Marketing Department is committed to building a better online, purchasing, and reading experience, as well as improving the scholarly research and communications environment for both the customer and the end user. Key constituents include institutional librarian administrators, corporate librarians, authors, reviewers, ACS members, editors, and the range of end-users (subscribers and non-subscribers).

A critical function of the Marketing Department is a strategic outreach program that fosters communication and nurtures relationships with many of these key constituents. With an extensive portfolio of journals, eBooks and other digital products, the Marketing Department is tasked with developing ongoing conversations and strengthening relationships to instigate positive brand recognition and ultimately increase sales and revenue. With a truly global research community as its audience, ACS Publications has a growing need to expand its footprint and influence, both on a global and regional level.

Position Summary

Reporting to the Senior Product Manager, Outreach Events, the Events Coordinator-Asia is responsible for executing and managing events in Asia (predominately China), overseeing mission critical activities to ACS Publications' global multi-tiered events strategy. The individual will take direction and coaching from the Senior Product Manager, Outreach Events, and will oversee in-country event relationship management and logistical execution. The Events Coordinator-Asia will liaise with internal and external stakeholders, including decision makers and institutional contacts, to identify their needs and to ensure attendees' needs are addressed. The incumbent will prepare and project-manage all on-site events, drive pre- and post-event communications, maintain a schedule for completion, identify risk areas and address challenges before they escalate.

The Events Coordinator-Asia will particularly focus on the orchestration of our Tier 1 events, the ACS Publications Innovation Symposia Series, as well as our Tier 2 forums hosted in China, while having a secondary focus on supporting the Outreach Events Manager with the execution of major ACS on Campus events. Of particular importance is that the Marketing Coordinator can proactively multi-task and prioritize projects in a fast-paced environment while meeting deadlines and collaborating with a number of internal and external stakeholders. The ideal candidate will be highly motivated, detail-oriented and possess superior organizational, problem solving and time management skills along with excellent verbal and written communication skills.

Work Design: Works under supervision. Work is reviewed in progress and after completion. Resolves standard problems. Follows policies, practices and procedures. Seeks guidance on unusual problems. Work involves project coordination (organizing, budgeting and scheduling) research, analysis and writing.

Position Accountabilities

1. Plays a key role in event management, planning and coordination for major events in Asia; identify, assemble and organize event requirements and manage project timelines and deliverables within budget.
2. Collaborate internal client visits and serve as the key conduit between departments.
3. Manage relationships with vendors and distributors in-country to built out registration dynamics, on-site logistics, collateral development, attendee communication, program and transportation logistics and catering requirements.
4. Proactively handle issues and troubleshoot any emerging problems.
5. Coordinates with designers and other vendors: copy writing, identification of target markets and lists, processing and reconciliation of invoices.

Education and Experience and Technical Requirements

College degree in Marketing or related area, or equivalent experience or formal training; 3-5+ years of related experience in marketing program administration and/or event management. Position requires strong organization and communication skills and the ability to creatively resolve issues quickly. Seeking a candidate who has the ability to multi-task and prioritize.

To apply for this position, please submit your cover letter and CV to careers@acsi.info