



Marketing Manager China

ACS International (ACSI) is looking for a Marketing Manager for the ACS Publications division in China.

ACS Publications publishes nearly 60 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) Asia Pacific provides sales, marketing, and customer service support for the American Chemical Society Publications. To support its fast growing presence in Asia Pacific, ACS International wants to expand its team of professionals with a Marketing Manager in China.

The Market Manager (MM) China is responsible for development and execution of marketing strategy and activities to increase brand awareness, value-perception, and market share in China. The MM blends revenue drive marketing activities and sales support with events management, community outreach, networking, channel marketing, and local marketing collateral development. Active approach towards social media in support of society and publisher initiatives is essential. The MM China develops a close working relationship with marketing colleagues in Singapore, New Delhi, Oxford, Washington DC, and Columbus Ohio, as well as with the local sales team and distributor. This position will require some travel in the China and in Asia Pacific, as the MM seeks to build and sustain relationships with key stakeholders. In addition, incidental travel to the US is required.

This position will report to the Senior Marketing Manager, Asia-Pacific, based in Singapore.

Position Accountabilities

- Initiate and support revenue driven marketing activities.
- Build strategic relationships and partner with key industry players, agencies and vendors.
- Support global marketing initiatives. Develop local marketing strategy.
- Develop and support local sales campaigns, email-campaigns, newsletters, etc.
- Support the social media strategy in China.
- Initiate, execute, and support local marketing activities, such as librarian and end-user events, product roadshows, conferences, exhibits, product-trainings, etc.
- Participate in real and virtual networks in publishing, library, and science fields.
- Manage and develop (translated) marketing materials in line with global branding guidelines.

Education/Experience/Technical Knowledge

- Bachelor's degree or higher required.
- 7+ years of relevant marketing experience in China and in publishing required.
- Experience in event management and social media communication is essential.
- Fluency of Mandarin and English in spoken and written form.
- Networker in regional chemistry, science, society, and publishing environment.
- Comfortable mixing strategic and operational marketing activities.

- Keywords: creative, enthusiastic, self-starting, hands-on, pro-active, ownership.

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