



Senior Marketing Manager

The American Chemical Society is the world's largest scientific membership association and one of the top ten science publishers in the world. The Publications Division of the American Chemical Society provides to its members and the worldwide scientific community a comprehensive collection of high quality information products and services for the practice and advancement of the chemical sciences. The Division publishes a weekly magazine, over 50 high-quality scholarly journals focused on chemistry and chemistry-related topics, and peer-reviewed books developed from ACS symposia (ACS Symposium Series).

The Sales and Marketing Department is responsible for developing marketing strategies and implementing sales programs for the ACS Publications Division's product lines. Inherent in 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).

The Marketing Department is tasked with developing ongoing conversations and strengthening relationships to instigate positive brand recognition and ultimately increase sales and revenue for an extensive portfolio of journals, eBooks and other digital products. A core group within the Marketing Department is the Content Marketing and Lead Generation group, responsible for the marketing plans of over 50 journals, the society's premiere blog ACS Axial (axial.acs.org) and the division's marketing automation system.

ACS International is currently seeking a Senior Marketing Manager based in Oxford, United Kingdom.

The Senior Marketing Manager is responsible for the planning and administration of marketing campaigns for a portfolio of journals. The Senior Marketing Manager manages a team of three – two Marketing Managers and one Associate Marketing Manager, in order to accomplish the promotional goals associated with each title. Senior Marketing Manager also manages 6 high profile titles. Position reports to the Assistant Director, Content Marketing.

Position Accountabilities

- Take primary responsibility for the marketing campaigns of a suite of journals, with a focus on promoting groups or discipline-specific campaigns. Collect and analyze journal data, with the ultimate goal of growing audience usage year over year.
- Manage team of three, two Marketing Managers and one Associate Marketing Manager.
- Manage integrated marketing campaigns to include content marketing, social media marketing, email marketing, SEO, event marketing, direct mail, and media buys for this set of journals. Focus on the growth of eAlert registrant lists and supporting the sales team with market penetration.
- Creates engaging multimedia content, targeted to ACS Publications readers, with the intent of promoting ACS journals and products by showcasing unique perspectives and solutions to current situations within the world of academic scientific publishing.
- Analyze, grow, and further develop journal audience demographic information within marketing automation program, Eloqua.
- Launch new journals or ACS Publication products as need arises. Grow revenue for the journal list by utilizing customer insight and marketing research. Monitor competitor activity to inform business intelligence.
- Communicate goals, initiatives, and results of marketing campaigns internally and cross divisionally.
- Attend conferences to promote ACS Publications journals and products.

Required Experience & Skills

College degree (relevant field) or equivalent experience; usually has an advanced degree (relevant field) or equivalent experience. 7+ years of related experience. Experience in STM institutional marketing as well as international marketing experience strongly preferred.

To apply for a position, please submit your cover letter and CV to careers@acs-i.org