



De Gruyter Brill is a global leader in scholarly publishing in the humanities and beyond. Combining a rich heritage dating back to 1683 with a forward-looking mindset, our mission is to publish and curate indispensable research that breaks boundaries, builds new bonds, and shapes a better future. Join our diverse and passionate team of over 600 colleagues around the world – and help us shape the future of scholarly communications. For more information, visit [degruyterbrill.com](https://degruyterbrill.com).

# Director of Digital Marketing (f/m/d)

**Global | Full time (100%) | June 1, 2025**

Lead the charge in transforming our digital marketing with a clear goal: to deliver a personalized, digital-first experience that simplifies the complex world of academic publishing and delights researchers, authors, librarians, and partners along the way.

We're building a future-ready marketing engine and we need a bold, strategic leader to make it happen. As Director of Digital Marketing, you will play a pivotal role in transforming how we attract, convert, and engage our customers across all touchpoints. From e-commerce growth to institutional lead generation to author acquisition, your mission will be to design and execute high-impact digital strategies that unlock growth, strengthen our brand, and give us a lasting competitive edge.

Your work will be essential to making our digital vision a reality: personalized, scalable, data-informed marketing that simplifies complexity and delivers value across the academic publishing lifecycle. This position reports to the VP of Marketing.

## Your tasks

- Develop and execute strategic digital marketing initiatives that grow webshop traffic, drive revenue, and improve conversion through PPC, display, paid social, affiliate programs, and email
- Create targeted campaigns to attract new institutional clients, generate and nurture leads, and support sales and growth teams through marketing automation

## Your profile

- Bachelor's or Master's degree in Marketing, Digital Marketing, Business, or a related field
- 8+ years of hands-on experience in digital marketing, ideally in academic publishing or a comparable B2B digital/e-commerce environment
- Proven track record in performance marketing (PPC, display, paid social), lead generation, and driving e-commerce growth

- Design digital author acquisition campaigns that increase submissions, book proposals, and readership helping researchers share their work more easily and effectively
- Build and lead a talented, cross-functional digital marketing team embedding performance culture, best practices, and agile experimentation
- Align closely with sales, analytics, IT, publishing, and e-commerce teams to ensure seamless integration between marketing efforts and business goals
- Own digital marketing budgets and optimize spend across all channels to ensure maximum return on investment
- Use tools like Google Analytics, Salesforce, and Power BI to monitor performance, report KPIs, and continuously optimize campaigns for impact
- Assist with SEO and content marketing strategies to grow organic traffic, increase visibility, and support open access usage and e-commerce performance
- Expertise in digital platforms such as Google Ads, LinkedIn Ads, Google Merchant Center, and Salesforce
- Knowledge of marketing automation, CRM workflows, and digital customer journeys
- Proficiency in data analytics, A/B testing, product feed optimization, and UX conversion best practices
- Strong experience in SEO and content-led marketing to drive discovery, engagement, and conversion across diverse academic audiences

## We offer you

A high-impact leadership role at one of the world's most innovative scholarly publishers

Family-friendly working hours, flexitime, hybrid/home office options, and generous leave policies

Holistic benefits and allowances to support your wellbeing

A learning culture with personal development opportunities and access to a dedicated development budget

Passionate, international teams who share your commitment to shaping the future of scholarly communication

At De Gruyter Brill, we are dedicated to diversity, equal opportunity, and building an inclusive culture where everyone belongs. We believe in individual potential, so please apply even if you don't meet every requirement—passion and a willingness to learn matter as much as qualifications. We look forward to hearing from you!

**We're not just adapting to change, we're leading it.**

**Takka Bartels**

**People + Culture Business Partner**  
**De Gruyter Brill**

[Apply Now!](#)

