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 800 colleagues around the world – and help us shape the future of scholarly communications.

For more information, visit ***degruyterbrill.com***.

# Senior Marketing Manager (f/m/d)

## China / India | Full-Time| 15.11.2026

In this role you will be responsible for executing high-impact marketing strategies to drive author acquisition across the De Gruyter Brill portfolio, with a particular focus on the APAC market. Additionally, this role will work on STEM journals, books, and digital products, as well as corporate Open Research frameworks, Subscribe-to-open, and Transformative Agreements – always with the overall goal of driving awareness and uptake across our researcher communities.

In this role you will work remotely from any location in China or India, and report to the Head Marketing STM Growth.

## Your tasks

- Owns the planning and implementation of multi-channel marketing campaigns to drive high-quality author submissions across the DGB portfolio, with a particular focus on STEM.
- Leads the regional APAC B2C marketing strategy, implementing targeted initiatives and leveraging localized channels to build community and drive author engagement.
- Works in close coordination with Editorial and Publishing leaders to interpret metrics, plan new product launches, and ensure marketing activity aligns with corporate goals.

## Your profile

- Bachelor’s or Master’s degree in Marketing, Business, Communications, or a related field.
- Minimum of five years experience in the academic publishing industry, within the Marketing Team.
- Proven track record of succesfully marketing products through strategic campaign planning, goal setting, and effective implementation.
- Professional fluency in written and spoken English is essential, with strong communication skills (written and verbal), and copy writing skills.

- Implements scaled global campaign frameworks to drive programmatic author submissions via Open Access (OA) paths, Transformative Agreements (TAs), and Subscribe to Open (S2O) solutions.
- Shapes and manages targeted marketing journeys, localized webinars, and academic conferences/events to nurture prospective authors and guide them through institutional funding paths.
- Manages relationships, deliverables, and budgets with third-party regional vendors, including advertising agencies, printers, and localized suppliers.
- Partners with our analytics teams to monitor macro submission trends, interpret user behaviour, and turn data evidence into actionable, high-converting marketing funnels.
- Experience with marketing automation tools, campaign analytics, and CRM.
- Strong organization, and multi-tasking skills
- Analytical mindset and commercial drive
- Enjoy working with international, cross-functional teams and can lead, influence, and adopt a collaborative approach to partner with internal and external teams to develop marketing plans to drive business goals
- Have a pragmatic and can-do approach.

## We offer you

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Family-friendly working time models, flexitime, and flexible home office arrangements to support a healthy work-life balance, alongside a substantial vacation allowance and additional special leave days. In this role it is possible to work remotely in China
- Extensive benefits and allowances for a healthy, balanced life
- Development budget and opportunities for training and personal development
- Passionate colleagues in diverse, international teams; joint team events and company parties

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!

**Takka Bartels**
**People + Culture**
**+31 71 535 3448**

Apply Now!



