



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).

# Marketing Manager Analytics & Products (f/m/d) - Fixed Term

**Warsaw | Stand-in / temporary | Mar 1, 2026**

De Gruyter Brill is seeking a Marketing Manager to join the existing team to develop analytical and product insights for our global marketing teams. Reporting to the Head of Marketing, Analytics & Products, this specialist will deliver actionable insights that enhance marketing effectiveness, strengthen product usage, generate demand, and deepen customer relationships. This is a temporary position to cover a leave for the duration of 18 months.

## Your tasks

- Track and report on a range of product and marketing KPIs, including engagement, demand, submissions, usage, ROI, and performance.
- Enhance author engagement initiatives by providing data insights to improve outreach and submission journeys.
- Deliver dashboards, tools, and reports that translate analytics into clear, actionable recommendations for the global marketing teams.
- Collaborate with internal teams to optimize customer journeys, ensuring a seamless author and reader experience.

## Your profile

- Bachelor's or Master's degree in Marketing, Business, Communications, Data or a related field.
- Minimum 3+ years of experience in product marketing, data analytics, or digital transformation.
- Strong data visualization and storytelling skills to present complex data clearly to non-technical stakeholders.
- Strong background in data analytics, business intelligence, and digital product lifecycle management.
- Familiarity with A/B testing, CRO, and data-driven product development

- Select and prioritize the most relevant digital products (books, journals, online resources) for promotions across all subjects to include in marketing campaigns.
- Drive continuous improvement through data experimentation, hypothesis testing, and customer feedback. Collaborate with the wider Analytics & Products team to ensure best practice is adhered to.
- would be advantageous.
- Analytical mindset with a problem-solving approach.
- Excellent communication and presentation skills.
- Ability to work cross-functionally and collaborate with various teams.
- Adaptability in a fast-paced, data-driven marketing environment.
- Experience with analytics tools such as Google Analytics, Power BI, Salesforce, Marketing Cloud would be advantageous.
- Strong knowledge of academic publishing market trends and digital marketing best practices would be advantageous.

## We offer you

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Family-friendly working time models, fully remote position to support a healthy work-life balance, alongside a substantial vacation allowance and additional special leave days
- 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!

**Ewelina Stanczuk**  
People + Culture

Apply Now!

