



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 Marketing Growth (f/m/d)

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

We are on a mission to transform how we engage with our global academic community. Your goal is to accelerate marketing performance, drive e-commerce and institutional sales, and make it easier for authors, researchers, and librarians to find, access, and publish with us.

This is more than a growth role. It is a mission-critical leadership opportunity to build a best-in-class marketing engine that is customer-first, data-informed, and scalable. You will lead a talented team and collaborate across departments to align our digital marketing strategies with shared business goals and a unified customer experience. This position reports to the VP of Marketing.

Your tasks

- Lead the development and execution of data-driven performance marketing strategies across the full funnel to drive e-commerce growth, institutional sales, and author acquisition
- Use automation, personalization, and audience insights to deliver marketing that is not only effective, but genuinely helpful to customers navigating the complexity of academic publishing
- Enhance our digital measurement and reporting capabilities to optimize ROI, track business impact, and fuel continuous learning

Your profile

- Bachelor's or Master's degree in Marketing, Business, Communications, or a related field
- 7–10 years of progressive marketing experience, ideally in scholarly publishing, academic communications, or digital/e-commerce environments
- Demonstrated success in performance marketing, demand generation, and user acquisition, especially in complex B2B or B2C environments
- Hands-on expertise with digital tools and platforms including Google Analytics, CRM (e.g., Salesforce),

- Design and scale automated workflows that attract and convert authors, boost journal submissions, and secure high-quality book proposals
 - Lead and develop cross-functional teams in content, design, campaign planning, product marketing, and analytics
 - Allocate budgets with precision, prioritizing channels and campaigns that deliver measurable growth in line with strategic goals
 - Collaborate closely with colleagues in sales, publishing, and editorial to align marketing efforts with our broader mission and market needs
- GTM, marketing automation, A/B testing, and personalization
 - Understanding of the academic publishing ecosystem, including the needs of authors, researchers, and institutional stakeholders
 - Strong analytical skills with a strategic mindset and collaborative leadership style

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!

Help us simplify complexity, delight our customers, and grow a mission that matters

Takka Bartels

People + Culture Business Partner

De Gruyter Brill

[Apply Now!](#)



