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BOOK MARKETING MANAGER (F/M/D)

In this role, you will be responsible for general marketing strategies to track, measure, and increase the revenue through multi-channel marketing campaigns, sales enablement programs, market and discipline analysis, and close collaboration with other functions to achieve sales goals.

YOUR TASKS

- Aligns priorities with the Americas Book Sales Manager and the Global Senior Marketing Manager to deliver joined-up customer-focused campaigns
- Work with the communication team and content strategist to develop and deliver value-driven author content, including blogs, webinars, social content, conferences, and events
- Improve title-level book workflow in the Americas alongside editorial, production, marketing/PR, and sales operations
- Support Senior Marketing Manager to improve the author journey and integrate author marketing and service offerings to aid author acquisitions
- Create marketing plans, set spending budget, and report on KPIs
- Enhance direct sales activity via campus and other bookstores incl. Amazon for key titles to ensure sales targets are met

YOUR PROFILE

- Bachelor's degree in marketing or communications or related disciplines.
- Minimum of 3 years of related experience in marketing.
- Experience working in professional, educational, or subscription service publishing or marketing.
- Strong communication skills - happy to undertake presentations and sales pitches and strong copywriting skills
- Good knowledge of book retailers (amazon), trade book sales experience, and awareness of trends
- The ability to build and manage relationships and opportunities
- Coordinating and liaising across multiple departments, including editorial, communications, and sales
- Work with minimum supervision, remain adaptable and flexible within a busy and fast-paced environment
- Ability to develop, plan, and implement short- and long-range goals. Comprehensive knowledge of marketing principles, concepts, and the use of the latest digital tools

WE OFFER YOU

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Family-friendly working time models, flexitime and a flexible home office arrangement for a good work-life balance
- A generous vacation entitlement and 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, we believe in diversity and are committed to equal employment opportunities for everyone. It is our shared goal to create a workplace culture centered around inclusion and belonging.

APPLY NOW

Vontavia Smith | Human Resources
Phone: 857-303-0165

