

Subscriptions Marketing Executive

Based Histon, Cambridge

Full time, 5 days a week (Part-time 3.5 days considered)

An interesting and varied role the Subscriptions Marketing Executive requires a proactive approach and close liaison with the Sales and Marketing teams to deliver effective multi-channel campaigns to increase uptake of Read & Publish agreements by libraries worldwide. Working with the teams the job holder will handle the day to day marketing including running campaigns, managing the website, communication and press releases and attending events and conferences. Analysing the market and creating and developing marketing strategy to promote and expand Read & Publish agreements globally is also key to the role.

Key responsibilities include:

- Create, develop and continuously review, short and long term marketing strategies to promote Read & Publish by understanding the global/competitor markets and by analysing market success.
- Liaising with sales and marketing colleagues to prepare, manage and report on email campaigns.
- Maintain and update the website to provide information for librarians including new features, events, updates for Library Hub and providing quarterly reports on website traffic and Google analytics
- Responsibility for research and booking of venues, provision of exhibition materials etc. for conferences worldwide and preparing and circulating post event reports
- Ensure marketing collateral is up to date, organising customized versions for library customers and liaising with sales colleagues to ensure agents etc. are equipped with latest marketing materials
- Maintaining a press list, sending out press releases and liaising with colleagues over social media announcements as well as monitoring press and social media results.
- Keep abreast of market research and intelligence, carrying out competitor and industry research, reviewing library websites to share good practice.
- Acting as main point of contact between sales and marketing, complying with branding policies and data protection and providing input to marketing teams
- Provide general administrative cover across the team, project work and cover during absences

Qualifications/ experience

Ideally educated to degree level or equivalent with at least two years marketing experience preferably gained in STM publishing the successful candidate will have demonstrable copywriting, proof-reading and organisational skills and excellent Excel, Word, and PowerPoint skills. Ideally you will also have experience in data database marketing, managing Wordpress, knowledge of Google Analytics and experience of using a CRM system

Personal skills

With a creative, proactive approach you will be professional and reliable and an excellent team player. Your strong organisational and analytical skills and accuracy/attention to detail including excellent numeracy skills will go without saying as will your excellent communication skills both written and verbal. An ability to be flexible and a willingness to continue to learn new skills is desirable.

This is an exciting opportunity within a well-established publishing company. The role is based in our attractive modern offices in Histon on the outskirts of Cambridge, UK.

The Company of Biologists is a not-for-profit publishing organisation dedicated to supporting and inspiring the biological community. The Company publishes five specialist peer-reviewed journals: Development, Journal of Cell Science, Journal of Experimental Biology, Disease Models & Mechanisms and Biology Open. It offers further support to the biological community by facilitating scientific meetings, providing travel grants for researchers, and supporting research societies.



The Company of Biologists is proud of its inclusive culture and we believe that everyone has a contribution to make. We want all our employees to feel included, valued and appreciated. We believe in equality of opportunity for all staff and encourage applications from all individuals regardless of sexual orientation, gender identity or expression, religion, ethnicity, age, neurodiversity, disability status and citizenship.

To apply, please send your CV by email to recruitment@biologists.com with a covering letter stating current salary, relevant experience and why you are enthusiastic about this opportunity by 30 June 2022

