



Marketing Executive

Job title	Marketing Executive
Job holder	TBC
Reports to	Chief Executive
Date	June 2019

Job purpose

Responsible for managing and delivering marketing and communication of ALPSP to its members, and the wider scholarly and professional publishing community. Management of ALPSP brand identity in ALPSP own communications and as far as possible, the use of the ALPSP brand in the wider community.

Key results areas

With consideration of a global audience:

- Marketing of ALPSP activities
- Promotion of ALPSP to members, prospective members and the wider industry
- Production of ALPSP newsletters and bulletins
- Management of the ALPSP brand
- Management of ALPSP social media presence
- Ensure website is up to date

Main duties and responsibilities

In liaison with ALPSP team members and Committees as appropriate, develop and implement marketing and communications to promote ALPSP activities, such as the Conference, Awards, Learned Publishing, training courses seminars, webinars, exhibitions, in appropriate formats.

- ❖ Liaise with both the Membership and Professional Development Managers to establish a marketing plan that is reviewed annually
- ❖ Liaise with team members to write copy based on ALPSP programmes and activities and to ensure that it is distributed to members/delegates appropriately in agreed timescales
- ❖ Work with ALPSP team members to produce materials such as the training brochure, and other marketing collateral such as pens, notepads etc, providing advice and guidance as appropriate

- ❖ Co-ordinate the design and production of print and digital advertising for Learned Publishing and other publications and websites as required
- ❖ Work with the Chief Executive and/or ALPSP team members to produce press releases
- ❖ Work with the Data Protection Controller to ensure all communications adhere to data protection legislation
- ❖ Video/photography planning, coordination, and reviewing for Conference Highlights and other conference filming
- ❖ Attend and act as Secretary to the Marketing Committee and undertake appropriate actions that arise
- ❖ Coordination with partners on reciprocal marketing arrangements

Promotion of ALPSP

In liaison with the Membership Manager, develop and produce marketing campaigns to support achievement of membership recruitment and retention targets (*Need to establish acquisition, roll out and retention and win-back campaigns*)

Newsletters and bulletins

In liaison with the appropriate ALPSP team members and committees, collate, produce and send newsletters and bulletins such as Events & Training, HR and Membership newsletters.

Liaise with the Editor of ALPSP Alert and the Policy Bulletin to ensure smooth production of these member newsletters.

Management of the ALPSP brand

Manage the development of ALPSP-branded materials to ensure the brand is being implemented appropriately

Management of ALPSP social media presence

Working with ALPSP team members and Committees as appropriate, manage ALPSP social media presence, including twitter and LinkedIn.

Working with ALPSP team members and Committees as appropriate, ensure regular publishing of relevant topics on the ALPSP blog

Provide reporting on usage analytics (e.g. Google web, SurveyMonkey)

Uploading and set up of videos onto You Tube



Website

In liaison with the Membership Manager, and other team members and Committees as appropriate, the Marketing Executive has responsibility for ensuring the website is up to date, planning and executing a schedule to avoid out of date content

Other

From time to time, the Marketing Executive may be required to undertake other work, as directed by the Chief Executive

Line Management

There is no line management responsibility with this role.

Qualifications

A recognised marketing qualification or certificate, or demonstrable experience of working in marketing and communications is required. Experience of working in a membership organization and/or an understanding of scholarly and professional publishing is desirable.

Personal attributes

The post requires

- Excellent written and spoken communications skills
- Ability to communicate comfortably and confidently with members at all levels of seniority
- Positive customer service attitude/aptitude
- Excellent time management and ability to work proactively unsupervised
- Good negotiation skills
- Good computer literacy (particularly Microsoft Office 365)
- Good attention to detail
- Analytical and reporting skills
- Willingness to travel, as required (Will be expected to attend the ALPSP Annual Conference which usually takes place each September, London Book Fair, monthly team meetings in London and occasional other events and exhibitions)