Marketing Specialist

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<th>Job title</th>
<th>Marketing Specialist</th>
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<td>Job holder</td>
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<td>Reports to</td>
<td>Conference &amp; Events Manager</td>
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**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 team members to establish a marketing budget and plan that is reviewed annually
- In liaison with the Membership Engagement and Training Manager, develop and produce marketing campaigns to support achievement of membership recruitment and retention targets.
- 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
- Liaise with Editor of Learned Publishing (quarterly journal) to promote each issue
- 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 projects
- Attend and act as Secretary to the Membership & Marketing Committee
- Coordination with partners on reciprocal marketing arrangements

**Promotion of ALPSP**

In liaison with the Membership Engagement and Training Manager, develop and produce marketing campaigns to support achievement of membership recruitment and retention targets.
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

Uploading and set up of videos onto You Tube

Website

In liaison with team members and Committees as appropriate, the Marketing Specialist 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)