**Job Title**: Marketing Co-ordinator/Executive
**Contract Type**: Permanent
**Salary**: From £20k (depending on skills and experience)
**Hours**: Full-time
**Responsible to**: Global Marketing Manager
**Location options**: This role is 3 days office based / 2 days home-based (or fully office based if preferred), based at either: UK office - Bridge Farm Business Park, Top Street, Martlesham IP12 4RB, US office - 668 Mt. Hope Avenue, Rochester, NY 14620
**Job Purpose**: This role involves working as part of a small, dedicated marketing team across a range of channels to generate sales of our celebrated book lists, and to grow authorship in selected subject areas. Ideally suited to some looking to begin or further develop their publishing career.

**Key Responsibilities**

* Marketing a list of titles within a defined subject area. This includes, but is not limited to, creating customer-facing copy, working closely with editorial on promoting the subject list to key customers, creating social media post and emails.
* Supporting the marketing team with centralised tasks, which includes things like handling of all review requests, liaising with authors on marketing activity, monitoring incoming marketing emails, data reporting.
* Supporting the Sales and Marketing Director with sales enabling activity, e.g listing titles on Amazon, submitting retailer specific title listings, or generating sales reports.

These are subject to change and further duties or subject areas may be added or changed.

**Skills and Requirements**

*Essential:*

* A proactive, creative and flexible approach.
* Excellent communication skills – written and verbal.
* Strong organisational skills, with the ability to prioritise tasks and manage a busy workload.
* Attention to detail.
* Good working knowledge of the Office suite

*Desirable*:

* Experience of publishing.
* Experience of working with academic researchers.
* Marketing-relevant experience.

**Key behaviours**

Flexibility – adapting to changes in environment, changing goals, and to prioritise workload as needed

Creativity – finding solutions to problems, innovating new ways to engage customers and drive sales

Communication – expressing ideas clearly, adapting style and tone to different audiences and purposes.

Team orientation – focusing on the company goals above those of the department or individual

Goal orientation –focusing on results, measurement and ongoing improvement

Curiosity – eager to grow knowledge of our products, market and industry

Please apply by sending your CV and a short letter explaining your reasons for applying to Antje King –  **aking@boydell.co.uk**