

Marketing Manager - Ref: #MM261118

Location: Central London

We believe in the power of open scholarly communication to radically improve the research process. We are passionate about working with the global research community to promote the transition towards Open Science on a large scale. With the help of our academic editors we focus on serving our authors while preserving robust publishing standards and editorial integrity.

Work should be fulfilling and enjoyable, Hindawi achieves this by encouraging and empowering each member of the team to express their ideas and by involving everyone in company strategy.

Hindawi hires talented people who are motivated by challenging work that they're passionate about. Our team is strengthened by our diversity of backgrounds, beliefs and experiences and it is this team that gives Hindawi its competitive advantage.

Summary of the role

Reporting to the Director of Marketing, this Marketing Manager has the overall responsibility for managing the promotion and development of a portfolio of 60+ of our journals. Working with the Director of Marketing and another Marketing Manager, the role holder will be responsible for creating the strategy for the journal portfolio, as well as annual marketing objectives and KPIs, and helping ensure the successful achievement of these objectives through the implementation of integrated, multi-channel marketing campaigns (across email, search, social, recommendation engines, print, etc.)

Responsibilities

Marketing strategy and activity

- Develop and implement objectives-driven global marketing strategies to improve positioning, awareness and impact of portfolio - with the ultimate aim of increasing engagement and submissions
- Create and oversee the carrying out of marketing plans for all journals in portfolio (i.e. the multichannel activities being undertaken for the journals)