

Yale University Press, London Office – Part-time Marketing Campaigns Executive

Job Title: Part-time Marketing Campaigns Executive

Department: Marketing

Reporting to: Trade Communications Manager

Permanent Contract

Full Time – 3 days (21 hours) per week

Salary range £22,000 to £25,000 per annum pro rata 3 days per week

The Role

Part-time Marketing Campaigns Executive sought to contribute to consumer marketing strategy within Yale University Press London's Trade Communications team. Creatively employing the full range of marketing tools you will deliver effective campaigns, driving sales of our non-fiction list encompassing History, Biography, Current Affairs, Literary Studies, Politics, Economics, Science, Nature, and Music.

Purpose of the job

To engage directly with consumer audiences through the use of print and online marketing tools, deployed as part of integrated marketing campaigns for Yale University Press London's trade-focused list.

About Us:

Originally founded in New Haven, Connecticut, in 1908, Yale University Press publishes serious non-fiction that furthers scholarly investigation, stimulates public debate and enhances cultural life. It is unique in being the only American university press with a full-scale publishing operation in Europe: Yale University Press London has offices in Bloomsbury and produces internationally renowned, distinguished art and general non-fiction books. Our diverse and award-winning trade authors include Francis Spufford, Richard Holloway, A.C. Grayling, Stephen D. King, Geoffrey Parker and Terry Eagleton.

With a backlist of over 5,000 Art, Trade and Academic titles of international renown, the London office publishes around 120 new books each year within a total Yale University Press list of some 300 new hardcover and 150 new paperback books annually. Yale books have won numerous awards, including the National Book Award, the Warwick Prize for Writing, the Pulitzer Prize, the National Book Critics Circle Award, the Wolfson History Prize and the Longman-History today award.

Yale books are marketed across the globe, directly to Europe, Asia, Africa, the Middle East, China, Australia and New Zealand and, through our New Haven headquarters, to the Americas. Yale University Press continually extends its horizons to embody university publishing at its best.

Equal Opportunities:

Yale University Press London is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age. We value, promote and seek diversity.

Job Profile:

Key responsibilities:

- Cultivate relationships with key stakeholders including authors, editors, external suppliers, bookshops, relevant special interest groups.
- Marketing content creation for print and digital, working with external suppliers where relevant - including copywriting, flyers, invites, display materials, sales prompts, video and audio content, adverts, email newsletters, blog posts, packshots.
- Share consumer and trade focused marketing content across all of YUPL's social media platforms as part of integrated marketing campaigns.
- Curation of content for Yale's Little Histories microsite and social media platforms to support continued growth of its bestselling Little Histories series.
- Ensuring that all projects pass through the agreed budgeting and schedule procedures and to ensure that projects are delivered on time and to budget.

Skills, Knowledge and Experience

Essential:

- Some previous experience in a marketing or equivalent role
- Proven ability to create effective marketing materials
- A flair for writing copy and an understanding of its role in targeting audiences
- Accuracy and attention to detail
- Excellent knowledge of Microsoft Office
- Intermediate knowledge of Adobe Creative Suite, particularly Photoshop and InDesign
- Good knowledge of website CMS including WordPress
- Confident at developing relationships with key stakeholders and ability to work cross-functionally within the business
- Ability to prioritise and work to deadlines
- Ability to use analytics to identify opportunities and assess performance
- Awareness of data protection laws
- Awareness of copyright protocols

Desirable:

- Previous publishing or equivalent experience

What we can offer:

Yale University Press London offer a generous package of benefits including accommodation deposit and travel loans, a cycle purchase scheme, a lively social scene and a generous pension scheme. Co-organisers of the annual Bedford Square Arts Festival our staff enjoy access to the square gardens at lunchtimes throughout the summer months.

The Location:

The role will be based at our offices on Bedford Square in Bloomsbury WC1, with convenient access to the Northern and Central lines as well as many bus routes.

Please send your CV and supporting covering letter (including availability, notice period and current salary) to:

Robert Owen, Head of People & Office Operations:

robert.owen@yaleup.co.uk

Closing date: Wednesday 13th June 2018 at 5.30pm

Processing and safeguarding your data - Please see YUPL's candidate privacy notice [here](#).