

## JOB POSTING

Job Title	<b>Manager Marketing &amp; Communications</b>
Reports to	Director Business Development & Strategy
Location	<b>Canadian Science Publishing</b> 65 Auriga Drive Suite 203 (Hwy 16 and Hunt Club area) Ottawa, Ontario
Date	April 2018



Canadian Science Publishing, publisher of the NRC Research Press journals and *FACETS*, is the foremost scientific publisher in Canada. With over 50 highly skilled experts and an editorial team comprising some of the world's leading researchers, Canadian Science Publishing communicates scientific discoveries to over 175 countries.

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Canadian Science Publishing welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

### **General Responsibilities**

Reporting to the Director Business Development and Strategy, the Manager of Marketing and Communications is responsible for the business services of the department (marketing strategies, company communications plan, promotional and advertising plans, and branding). The Manager of Marketing and Communications supports the sales and content development programs, and all promotional activities for CSP and its journals. This position has five direct reports: the Content Development Program Manager, the Marketing Coordinator, the Graphic and UX Designer, the Customer Sales and Service Coordinator, and the Communications Specialist.

## **Specific Duties**

1. Working with Senior Management and the Business Development and Strategy team (Content Development, Sales, Graphics & UX, Communications, and Customer Service), develop, implement, and manage marketing strategies, product-specific promotional plans, and communications plans:
  - a. Provide strategic, data-driven recommendations and direction for the marketing of new and existing products and services (i.e., sales campaigns, sales collateral, ad copy, journal sponsorships, and other content development communications).
  - b. Oversee CSP's media relations strategy, manage corporate visibility in key publications, liaise with journalists, and provide reporting to senior management and editors as needed.
  - c. Develop and manage key messages, talking points, and quotes for Executive Director, Operations, Business Development and Strategy, and Editorial Boards as needed.
  - d. Working with Communications Specialist, oversee CSP's blog and social media platforms.
2. Lead CSP's content marketing strategies to foster a reputation of excellence, leadership in scholarly publishing and the achievement other key strategic goals. Develop resources, tools, and other materials for products/services and initiatives available either promotionally or on the CSP website.
3. Oversee the content on CSP's website and all online platforms to ensure adherence to brand, key messages, tone, style, etc.
4. Take an active role in key projects as needed such as the development and/or integration of new journals, branding, website development, metrics, and other indicators.
5. Working with the Graphics and UX Designer, ensure an inclusive approach is followed company-wide for branded materials, marketing and sales campaigns, content development efforts, and strategic initiatives. Create linkages between various marketing and communication efforts, business goals, and corporate strategic goals to build on key messages and products and services to enhance their impact and ensure consistency.
6. Take an active role in the management of the departmental budget.
7. Take a leadership role in human resources, priorities, and workloads, providing regular guidance and feedback to direct reports.
8. Other projects as required.

## **Qualifications and Educational Requirements**

1. Undergraduate degree in Marketing and/or Communication Studies or similar with 8-10 years' experience in marketing, communications, public relations, and media relations in the publishing industry, preferably scholarly publishing.
2. Demonstrated experience managing group of reports with diverse skill sets, setting performance goals and expectations, and leading development discussions.
3. Demonstrated experience in marketing (creating, communicating, and delivering product and service offerings that have value for CSP customers, clients, partners, and other stakeholders), preferably in a publishing environment.
4. A proven ability to analyze KPIs and other metrics from multiple platforms (both print and online) in order to optimize current and future marketing and communications campaigns.
5. Experience in writing and editing a variety of text including marketing copy and strategic communications for both a scientific and public audience. Highly developed written, verbal, and social media communication skills.
6. The ability to exercise excellent content judgment in development and delivery of all communication material.

7. Possesses a highly creative approach.
8. Ability to work independently and in a team environment, taking direction from and providing leadership to numerous cross-functional groups.

**Contact**

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