

Position Description

Marketing Manager

The *Royal Studies Journal* (RSJ) is looking for a Marketing Manager (MM) to join the production team and lead the marketing team. As a voluntary senior-level post, the MM is a central figure in ensuring the visibility and impact of the RSJ by being a contributing member of the production team and overseeing the management and productivity of three marketing teams: public relations, social media, and listings. The MM works collaboratively with the teams to deliver marketing strategic plans and the integration of all digital marketing activities relating to the RSJ. The MM will also work collaboratively with key members of the executive team including the Editor in Chief, the Royal Studies Network Administrative Officer, and Ubiquity Press. Given the nature of the post, it therefore requires a time commitments of, on average, 2-4 hours per week. The commitment may be more during production periods, key marketing campaigns, or with the launching of specific initiatives. The positions has flexibility and provides opportunities for the MM to make improvements and contribute to the development of the marketing department, while ultimately help the RSJ grow.

Here are some of the duties the Marketing Manager is responsible for:

- Supervision of the marketing staff (7-8)
- Participating in production team meetings and communicating with the Editor-in-Chief (Ellie Woodacre), Production Lead (Aidan Norrie), and the RSN Administrative Officer (Dustin Neighbors).
- Come up with and deliver a long-term strategic marketing plan by researching impact opportunities and identifying marketing opportunities in academic and non-academic markets
- Produce reports of marketing activities, digital analytics and traffic, while developing solutions to address issues within the marketing department
- Oversee the creation, production, and integration of marketing and publicity materials for (but not limited to) social media/website content, the RSJ blog, public events, and publications
- Utilising copy/text editorial skills to ensure accuracy of information published, serve as an internal quality reviewer for the marketing teams, and provide production support
- Oversee the administration of the marketing department (i.e. creating manuals, establishing/updating policies, tracking)

Ideally, the person taking on this role would be enthusiastic, encouraging, collaborative, a team player and have these desirable traits/skills (a full position description is available upon request):

- Excellent written and communication skills
- Experience with supervising a small team of staff through establishing clear expectations, delivering staff training as necessary, and providing staff support/encouragement
- Experience with marketing, promotion, blogging and social media
- Good IT skills and knowledge of Wordpress
- Understanding of international academic networks, list-servs and databases used for announcements, listing OA journals
- Sharp eye for composition and strong attention to detail, being efficient

Does this sound like you? We would love to have you as part of the RSJ Team.

If you are interested and want to know more about this role, please email the Editor-in-Chief Ellie Woodacre (editor.rsj@winchester.ac.uk).