

POSITION DESCRIPTION



Name:

Job title: Marketing Communication Specialist, Primary

Date: July 2021

Department: Primary Marketing Department, School Division

Reports to: Primary Sales and Marketing Manager - School Division

Basic purpose:

The Marketing Communication Specialist, Primary, in consultation with the Primary Sales and Marketing Manager, will drive and execute marketing strategies to grow our brand and contribute to the success of Cengage's Primary School and International Divisions.

This role will also increase overall sales and sell through of the School product range, both locally and internationally, by the development of targeted marketing strategy and sales tools and use of competitor information.

This role will also develop and create content for all Primary marketing campaigns including digital, websites, social media, and PR.

The Marketing Communication Specialist, Primary, will oversee the day-to-day activities and training and development of all direct reports.

Principal accountabilities:

Key Outcome Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Strategic business initiatives	20%	<ul style="list-style-type: none"> Assist the Primary Sales and Marketing Manager, in conjunction with publishing, to devise a compelling marketing strategy based on product, price, placement and promotion. Assist the Primary Sales and Marketing Manager effectively manage a marketing strategy within budget and achieving revenue objectives. Communicate and implement marketing strategies to internal and external stakeholders in accordance with plans. Assist in competitor analysis and provide regular feedback on major competitors in the School market. 	<ul style="list-style-type: none"> Analytical and problem-solving abilities with keen attention to detail and follow through Strategic thinking and knowledge of the impact strategies and tactics may have in the marketplace Extensive product and market knowledge Excellent communication and presentation skills Develop proactive working relationships Organised and flexible problem solver Approachability 	<ul style="list-style-type: none"> Marketing strategy impact and effectiveness Customer-first focus, putting learning first Actively contribute towards revenue generation and cost containment Contribute to key sales results and increase revenue Meet deadlines and targets Time management skills

		<ul style="list-style-type: none"> Attend and participate in Primary divisional meetings as required. Any other duties as directed by the Primary Sales and Marketing Manager. 	<ul style="list-style-type: none"> Sound understanding of the Primary market and the sales process Provides information so that others are able to make accurate decisions Ability to develop and implement high impact marketing plans in the School market Sound financial and commercial acumen 	<ul style="list-style-type: none"> Product information communicated and customer understanding Ability to use initiative to solve and prevent problems Actively establishes industry relationships and utilises networks to improve knowledge which adds value Active meeting attendance and participation
Plan, prepare and execute marketing strategy	20%	<ul style="list-style-type: none"> Plan, prepare and execute marketing strategy with guidance from the Primary Sales and Marketing Manager. Identify opportunities to increase marketing campaign effectiveness to optimize engagement, lead-nurturing and acquisition. Plan, prioritise and schedule targeted and highly creative marketing activity in conjunction with publishing and sales strategies. Ensure marketing activities are delivered according to schedules and budgets. Measure effectiveness of marketing activity based on analytics, sales team feedback and customer conversion. Ensure all content used for marketing material is accurate, appropriate and consistent with Cengage branding guidelines and adheres to copyright laws, including social media. Create print and digital content; develop captivating copy, proofread and obtain approval for content for all brochures, catalogues, event invitations, videos, social media and websites. Prepare briefs for marketing designer ensuring the marketing objective, job specifications and deadlines are clear and achievable. 	<ul style="list-style-type: none"> Product and market knowledge Excellent verbal communication skills and solid creative writing skills with exceptional editorial skills New idea generation Strong organisational and project management skills Identify trends and anticipates market changes Comprehensive understanding of Cengage branding guidelines, privacy and copyright laws Meticulous attention to detail Ability to prioritise work and manage workload accordingly to meet deadlines Ability to listen and understand marketing, publishing and editorial priorities Ability to listen and understand customers Proven experience managing multiple projects, marketing budgets, and schedules 	<ul style="list-style-type: none"> Effectiveness of campaigns Return on investment Marketing activities meeting deadlines and targets Adherence to privacy laws regarding the collection of customer information Adherence to and maintenance of Cengage brand standards Adherence to copyright laws Meet target completion dates Conscientiousness, persistence and reliability in record maintenance and communication A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks Friendly, transparent, and proactive communication Adherence to Cengage policies and procedures

		<ul style="list-style-type: none"> • Prioritise jobs submitted to the marketing designer(s) and ensure a proof is circulated and signed off by all stakeholders. • Maintain an understanding of both Magellan and Eloqua to maximise customer contacts, data analyses and reach of targeted email campaigns. 		
Targeted marketing / communications activities	20%	<ul style="list-style-type: none"> • Create content for effective, targeted, innovative marketing including emails, print, webpages, webinars, social media and presentations. • Lead in-person and online product launches for product-specific market penetration. • Work with the Sales and Marketing Coordinator to ensure marketing strategy is implemented. • Ensure content in systems accurately reflects product information. • Ensure information on the Primary website is accurate and up-to-date. • Regularly meet with the Sales and Marketing Assistant to ensure this role: <ul style="list-style-type: none"> - regularly checks pages on the website to ensure information and graphics are current and up-to-date and changed accordingly. - create copy, coordinate and ensure new product information, graphics and other marketing support material appear on the website. - updates are implemented in a timely manner to meet marketing deadlines. - maintains consistent branding • Liaise with Operations, IT, Digital Platforms on the latest website requirements. Explore new software and implement improvement to support marketing strategy. 	<ul style="list-style-type: none"> • Experience driving creative, call to action marketing and maintaining brand consistency • Experience in marketing planning and B2B marketing tactics • Excellent communication skills, verbal and written; editing, proof reading and proven copywriting skills • Understanding of digital marketing principles including email and web copy guidelines and interpretation of analytics • Interpersonal savvy • Excellent written and verbal communication skills • Understanding of digital marketing principles including email and web copy guidelines and interpretation of analytics • Meticulous attention to detail and follow through • Excellent editorial skills • Product and market knowledge • Willingness to use technology and prepared to be trained on systems implemented at Cengage 	<ul style="list-style-type: none"> • Extensive education landscape knowledge • Successful, innovative and cost-effective campaigns • Brand recognition • Creative marketing material • eMarketing strategies • Adherence to privacy laws regarding the collection of customer information • Adherence to copyright laws • Up-to-date website • Creative, meaningful and engaging copy • Meticulous attention to detail when maintain records • Proactive problem-solving, questioning the status quo and willingness to take calculated risks • Accurate inputting of information • Embrace Cengage's ethos and credo • Set the bar higher to achieve the best possible outcome

			<ul style="list-style-type: none"> • Ability to work independently without excessive supervision 	
Content and social media marketing	10%	<ul style="list-style-type: none"> • In consultation with the Sales and Marketing Manager, manage strategy for content and social media marketing to reflect Cengage brand and engage customers. • Plan a social media calendar with the Sales and Marketing Assistant to achieve strategic objectives. • Ensure company social media policies and procedures are adhered to, especially when dealing with negative feedback. • Connect and build relationships with key social media followers in alignment with sales and marketing strategy. • Manage and execute posting of social media messages as agreed with the Sales and Marketing Manager and Sales and Marketing Assistant. Create engaging and consistent content delivery through social media. • Report regularly to the Sales and Marketing Manager on social media activity and outcomes. 	<ul style="list-style-type: none"> • Knowledge of content and relationship marketing • Knowledge of social media marketing in B2B environment • Ability to listen and understand marketing aims and stakeholder strategies • Strategic thinking and knowledge of the impact social media strategies and tactics may have in the marketplace • Understanding of Cengage's Social Media Policy • Comprehensive understanding of Cengage branding guidelines, privacy and copyright laws 	<ul style="list-style-type: none"> • Cengage and Nelson Primary presence on social media sites • Customer feedback and engagement • Up to date and relevant content • Content aligned with policy and current group strategy • Return on investment • Adherence to Cengage's policies and procedures • Adherence to Cengage branding guidelines, privacy and copyright laws
Return on investment	5%	<ul style="list-style-type: none"> • Work with Sales and Marketing Manager and Sales and Marketing Coordinator to respond to Return on Investment and analytics on marketing and work to continually improve results. • Use analytical tools to measure performance of digital platforms. • Monitor platforms and provide weekly/monthly, high quality reports on web analytics. Track conversions rates and make recommendations for improvement. • Work with the Sales and Marketing Coordinator to respond to analytics on campaigns and work to continually improve results. 	<ul style="list-style-type: none"> • Analytical, quantitative, and problem-solving skills with aptitude to translate data analysis into business recommendations • Understanding of Google Analytics tools 	<ul style="list-style-type: none"> • Return on Investment through results measurement; lead generation, email and web results • Analytical evaluation on campaigns • Conversion rates and action taken • Analytical and problem-solving abilities

<p>Lead, develop and mentor staff to maximise the effectiveness of the team</p>	<p>10%</p>	<ul style="list-style-type: none"> • Provide mentoring and technical help to direct reports. • Provide ongoing training on using existing and new systems efficiently and with strategic purpose. • Recruit, train and facilitate multi-skilling of team. • Set goals and conduct Quarterly CheckPoints and performance appraisals in a timely manner. • Ensure that staff have the appropriate training and resources to perform their job efficiently. • Provide guidance and clear direction to staff. Be available to staff for queries; and to assist with problem-solving and issue resolution. • Schedule regular meetings with staff to monitor progress on deliverables, set goals and provide progress reports including discussions on career development utilising Wayfinder. • Counsel staff and proactively engage with staff and stakeholders to resolve issues promptly; elevate appropriately to management and HR. 	<ul style="list-style-type: none"> • Ability to manage and monitor workflow to meet deadlines • Provides strong leadership and guidance for staff • Ability to set standards for performance • Ability to manage self and others to achieve results • Effectively coaches and fosters an environment of continuous and high-performance culture improvement by positive role modelling and collaboration • Ability to provide feedback • Provide appropriate development training and support for staff • Excellent listening and communication skills • Ability to provide ongoing, balanced and constructive feedback to facilitate learning 	<ul style="list-style-type: none"> • Open door communication policy • Embraces Cengage ethos and credo • Quarterly CheckPoints and ongoing feedback as required (including utilizing the Professional Development Hub) • Conflict resolution • Staff turnover and reasons for turnover • Culture of high performance within the team, challenges others to achieve desired outcomes • Minimal communication problems due to effective communication, demonstrating mutual respect and acceptance of diverse thoughts and backgrounds • Morale of the team • Effectively performance manage non-performing staff as required • Staff training
<p>Communication and teamwork</p>	<p>5%</p>	<ul style="list-style-type: none"> • Work with all team members to set and execute the editorial direction, design, production and distribution of all collateral and ensure successful and effective campaigns • Communicate and liaise with colleagues in other functional areas. • Schedule regular work-in-progress meetings set priorities of specific projects / campaigns. • Attend regular team meetings. 	<ul style="list-style-type: none"> • Ability to organise detailed and complex information so it is able to be understood by others • Excellent interpersonal skills and the ability to work within a close-knit team • Ability to listen to and understand marketing objectives • Ability to contribute to discussion in a friendly, clear manner 	<ul style="list-style-type: none"> • Demonstrates friendly, proactive communication • Shares ideas and learning in a team environment • Shows mutual respect for others • Embraces Cengage's ethos and credo • Attend and actively participate in meetings

		<ul style="list-style-type: none"> Attend and present at sales conferences in Australia and NZ as required. 	<ul style="list-style-type: none"> Encourages others to obtain, share, interpret and apply information useful to the business performance 	<ul style="list-style-type: none"> Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others
Continuous Improvement	5%	<ul style="list-style-type: none"> In conjunction with the Sales and Marketing Manager continually assess the marketing processes in accordance with divisional plans and procedures. Keep abreast with the continual change in technology developments and share knowledge with manager and team. Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. This includes but is not limited to: knowledge regarding privacy laws, copyright and branding guidelines, marketing trends etc. 	<ul style="list-style-type: none"> Strategic and innovative thinker Extensive understanding of the marketing processes Analytical and problem-solving abilities with the ability to follow through project to completion Ability to develop and implement innovative ideas Effectively gather, sift and present information from a variety of sources and based on a sound understanding of customers' needs 	<ul style="list-style-type: none"> Continuous and process improvement Execute and deliver initiatives to develop and implement standards and improvement Reduction in departmental costs Self-initiated training development of knowledge Demonstrated initiative for issue resolution and new ideas to add value to users
Workplace Health and Safety	5%	<ul style="list-style-type: none"> Ensure self and direct report(s) are aware of duty of care and act in a safe manner. Ensure all company WH&S policies and procedures are adhered to. Be familiar with property security, first aid and fire emergency procedures. Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. Participate in WH&S investigations when required. Assist in WH&S audits if requested and take action when required. 	<ul style="list-style-type: none"> Ability to follow policies and procedures WH&S aware Conscientious and keen sense of responsibility Analytical and problem-solving abilities Ability to lead by example 	<ul style="list-style-type: none"> Adherence to WH&S policies and procedures Increased WH&S awareness A positive attitude to WH&S Reduction of number of WH&S incidents Results of work area WH&S audits Sets example for direct reports A positive attitude to problem-solving

		<ul style="list-style-type: none"> • Support and assist in rehabilitation and Return to Work programs when necessary. 		
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Direct reports: Primary Graphic Designer
Sales and Marketing Assistant

Main contacts:

Internal: Primary Sales and Marketing Manager, Sales and Marketing Coordinator, Graphic Designer, Sales and Marketing Assistant, Primary Publishing, learning consultants, International Business Manager, Primary Sales Manager – NZ, GPM Creative, HR

External: Customers, Authors, Agencies

Education / Qualifications / Experience:

Graduate or post-graduate qualification or proven experience in Marketing, Communications, English or Media / Journalism.
 Experience in Primary/Secondary education sales and marketing preferred.
 Proven experience in in B2B marketing.
 Preferred systems: Eloqua or similar marketing automation, Adobe Creative Cloud, Google Analytics, social media platforms, understanding of HTML
 Working with Children check

Our Ethos:

<p>Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers</p>	<p>Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious</p>	<p>Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable</p>	<p>Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.</p>	<p>Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.</p>
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