|  |
| --- |
|  |



**POSITION DESCRIPTION**

|  |
| --- |
|  |

**Name:** TBC

**Job title:** Marketing Assistant

**Date:** September 2015

**Department:** Higher Education

**Reports to:** Head of Marketing, University / Vocational and Professional Group / Gale

**Basic purpose:**

The Marketing Assistant will contribute to the success of Cengage Learning by providing marketing support and administrative assistance to the University and Vocational and Professional Group marketing teams.

**Principal accountabilities:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key Outcome and Area** | **% of Total Job** | **Objectives and Tasks** | **Core Competencies** | **Standards** |
| Departmental support | 40% | * Promotional printing and distribution and administrative duties as required. * Proofread promotional copy as indicated in promotional process – for accuracy and consistency and according to in-house style. * Promotional activities including cleaning of mailing lists, loading information into systems, sourcing appropriate promotional items and other duties as required. * Provide conference / event support, including packing, mailing, and other duties as directed. * Support Marketing Designer with sourcing information and suppliers, and other duties as required. * Work with Head of Marketing to improve effectiveness of department through improved processes. * Maintain the Review Copy Database and seek new opportunities to have local titles reviewed in academic journals / websites. * Any other duties as directed by the Head of Marketing. | * Excellent written and spoken communication skills * Highly developed computer skills * Excellent administration and organisational skills * Meticulous attention to detail * Ability to listen and understand customer’s needs * Effective time management skills * Excellent PC skills and experience working with Microsoft Office applications and a willingness to learn new technologies including Adobe suite and Photoshop * Comprehensive understanding of Privacy laws especially regarding collection of customer information | * Enjoy communicating and problem-solving * Support provided to marketing team * Interpersonal savvy * Meeting deadlines * Accurate inputting of information * Adherence to processes and procedures * Events and conferences support provided * Adherence to Privacy laws especially regarding the collection of customer information |
| Data integrity | 40% | * First point of call for title maintenance queries within Marketing. Complete title maintenance, work on ORCA / PIM information, monitor information flow through Cengage Learning systems including website. * Upload and maintain content on departmental Inside page and corporate website. * Ensure all content is accurate and consistent with CLA branding guidelines and adheres to Copyright laws. | * Excellent administration skills * Understand internal systems * Fast and accurate keyboard skills * Proven problem solving skills with keen attention to detail and follow through | * Accurate inputting of information – date integrity * Proactive problem-solving * Embraces CL core values and competencies * Adherence to and maintenance of CLA brand standards * Adherence to Copyright laws |
| Continuous Improvement | 10% | * Supports Continual Improvement processes throughout the entire project including supporting Project Managers during the audit process. * Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. * Keep abreast with the continual change in technology developments and share knowledge with manager and team. * Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. | * Problem-solving abilities with keen attention to detail and follow through * A willingness to support and help others | * Continuous improvement and improved efficiency * Self-initiated training and development of knowledge * Demonstrated initiative for issue resolution and new ideas to add value to users * Participation and contribution of processes improvement projects * A positive attitude to problem-solving |
| Workplace Health and Safety | 10% | * Be 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. | * Ability to follow policies and procedures * Ability to use initiative and take responsibility * WH&S aware * Analytical and problem-solving abilities | * Adherence to WH&S policies and procedures * Increased WH&S awareness * A positive attitude to WH&S * Reduction of number of WH&S incidents |

**Direct reports:** Nil. Occasional supervision of temporary staff

**Main contacts:**

Internal: Head of Marketing, Marketing Manager, Product Managers,

Marketing Programs Executive, Marketing Designer, sales managers, Sales team, Sales Coordinator, Publishing, Customer Service, Data Integrity

External: Lecturers, booksellers, students, authors, journal review editors.

**Preferred Education / Qualifications / Experience:**

Tertiary qualification: marketing, publishing, communication, PR, editing

Proven experience in administration, marketing, publishing or bookselling

**Cengage Core Competencies:**

* Speed: Proactively gets things done quickly, with a high quality of work. Overcomes barriers and continually finds ways to be more efficient.
* Focus: Identifies core business problems and opportunities; seeks and proposes solutions while avoiding distractions. Persists through achieving deliverables.
* Collaboration: Committed to helping others be successful; partners with key organisational stakeholders, individuals and teams outside own functional area to promote business alignment.