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**POSITION DESCRIPTION**

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**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:**

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| **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
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| 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
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| 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
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| 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
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**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.