



POSITION DESCRIPTION

Position title	Publications Marketing & Sales Manager	
General description	Direct the department in setting and achieving subscription sales budget for APS journals, ensuring customer satisfaction through the distribution of APS publications to institutions, members, and individuals worldwide. Direct the department in developing and implementing strategies and campaigns for the marketing and promotion of the publications program, focusing on increasing submissions and readership, and institutional subscription sales, working in conjunction with APS Marketing and Communications Departments.	
Reports to (title)	Chief Publishing Officer	
Department	Publications Marketing & Sales Manager	
Status	Full time, exempt	Date: 11/30/2018

Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
	Manage the Publications marketing team to facilitate the strategy for the efficient and effective marketing and promotion of the publications program through all appropriate digital and print channels. . Work in	50
1	Liaise with the Marketing and Communications Departments to develop and implement the strategies and campaigns for promotions to authors, readers as well as subscription library customers	
1	Work with colleagues in Digital Publications and Marketing and Communications to set targets and monitor the effectiveness of campaigns	
1	In consultation with supervisor and Marketing and Communications Departments, establish the strategic direction for the marketing of the publications program	
2	Liaise with publishing partner on marketing initiatives (2 journals)	
	Manage the Publications subscriptions sales team to direct all aspects of sales activity to achieve fulfillment schedules and ultimate revenue target. This includes back issues fulfillment, and warehouse inventory for online and print publications. Generate mail files, produce fulfillment schedules and coordinate with print vendor to ensure schedules are met.	50
1	Manage and make contractual arrangements with global sales agents	
1	Negotiate journal licensing terms and pricing directly with some institutional customers, including multi-site and consortia deals.	
1	Interrogate the AMS (Personify); monitor and analyze metrics and results in order to optimize campaigns and ensure highest level of ROI	
1	Develop and maintain relationships with key customers.	
2	Oversee research and response to customer inquiries	
2	Represent the society at key industry meetings.	
2	Oversee print orders and mailing instructions	
2	Maintain compliance with United States Postal Service regarding periodicals and standard mail regulations and audits. Generate Statement of Ownerships.	



Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
Publications Sales Specialist	1		1
Publications Marketing Coordinator (to be hired by manager)	1		1

Knowledge & Skills	Indicate the minimum education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the minimum proficiency required: A= Novice; B= Proficient; C=Expert		
	Check those which apply	Subject or major field of study	Skill (Specify equipment/system)	Minimum Proficiency	
		High school		MS Word, Excel, PPT	B
		Prof/technical		Knowledge of global STM scholarly publishing market	C
		College courses		Association Management System software (Personify)	B
	X	Bachelor's degree	Science//business a plus	Communications skills	C
		Master's degree		Knowledge of subscription fulfillment issues	C
	Other				

Decisions	Give two or three examples of decisions you make or actions you may take without prior approval.	<ul style="list-style-type: none"> --Price negotiations. --Tier assignments that will drive pricing. --Liaison with journal and book editors - Marketing decisions that support the strategic plan and which can be implemented by publications
		Give two or three examples of decisions you refer to a higher authority.

Guideline	Indicate any special policies, formal procedures, or precedents that guide your work.	APS Operational Guide
		Indicate the work that requires you to apply the greatest amount of judgment.

Challenges	Briefly describe the most difficult problems you encounter and complex tasks you perform in your work.	<ul style="list-style-type: none"> --The changing market makes license negotiations and marketing to researchers for submissions and readership challenging. --Notifying customers that their tier assignments have changed and they will be required to pay more for their online access. --Balancing marketing priorities
		Briefly describe the work which provides the greatest opportunity to use new or different methods or innovative approaches.



	Position	Department/Organization	Purpose
APS Contacts	Chief Publishing Officer	Publications	Supervisor
	Publications Managers	Publications	Consultation on marketing strategy
	Marketing Department	APS Marketing Dept.	Strategic and campaigns implementation collaboration and materials support
	Communications Department, Digital Publications Coordinator	Communications and Digital Publications	Social media posting
	Journal editors		Debrief their marketing ideas periodically
	Information Technology staff	APS Information Technology	Personify support; renewal files
External Contacts	Publishing Partners	Wiley Marketing	Collaborate with marketing staff
	Vendors		Sales and marketing support, marketing services, mail house
	Sales Agents	Accucoms et al	Manage relationship, negotiate and monitor contracts
	Warehouse staff		Fulfillment of back issue
	Subscription agencies		Subscription information and request/claims
	Individual subscribers/libraries		Subscription orders, inquiries, online access, claims