

# Candidate Brief

**Publishing Marketing Assistant**

**CABI Head office**

July 2017

## CABI BACKGROUND

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 48 member countries guide and influence our core areas of work, which include International Development and Publishing.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK, the USA and Zambia.

### **CABI's Knowledge Business**

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

### **International Development projects and research**

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

For more information go to [www.cabi.org](http://www.cabi.org) and [www.plantwise.org](http://www.plantwise.org)

## THE ROLE

**Job title:** Publishing Marketing Assistant

**Salary range:** £20,000 - £26,000

**Grade:** Hay Band 3

**Reporting to:** Publishing Marketing Manager

**Direct reports:** None

**Key peer group:** Marketing Executive

**Location:** CABI Head Office, Wallingford, UK - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link <http://www.ukba.homeoffice.gov.uk/>)

### Purpose of the role:

This role is responsible for the day-to-day administration for the publishing marketing team to support the books programme and online resources through the implementation of key marketing campaigns in line with publishing plans to generate awareness, sales leads and customer retention.

### Key accountabilities:

- Work with Books Marketing Manager to create the annual books catalogue;
- Ensure booksellers, distributors and vendors are kept up to date with regular metadata feeds and keep up to date with industry changes and requirements for books data;
- Provide day-to-day support to the Publishing Marketing Team;
- Implement author questionnaire process for CABI books;
- Social media activity
- Creation of printed marketing collateral (Flyers, posters, leaflets, blads etc) in line with marketing plans, including stock level management;
- Process eInspection copy requests;
- Liaise with Marketing Executive to ensure printed marketing materials are available for conferences and events;
- Produce and implement eCampaigns in line with marketing plans (New Books, online resources, training emails, GHKB) to increase awareness, generate sales leads and boost customer retention;
- Update relevant databases and systems for books and online resources

## Candidate Profile

Good working knowledge of Microsoft Office including Word, Excel, Outlook and Powerpoint. Knowledge of Adobe InDesign and some database skills are desirable.

## Knowledge & Skills

- The successful candidate will be numerate with good oral and written communication skills.
- Good copy writing skills are essential.

## Education & Qualifications

- Degree level education

## Experience

- Experience of marketing would be essential
- Experience of publishing would be advantageous but not essential
- Experience of writing for various formats essential
- Experience of visual layout advantageous

## Personal Characteristics

- Committed to clear, concise use of English
- Team player
- Organisational skills
- Customer focus
- Time management

### NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.



## EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

## HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 30/2017 to [recruitment@cabi.org](mailto:recruitment@cabi.org) Please state where you saw this advertisement.

**Please note, there is no closing date for this advert, and it will remain open until we have successfully recruited**