

OPEN POSITION

***Senior Marketing Manager
Sales, Marketing and Member Services Department***

The Senior Marketing Manager, Publishing, will execute the vision and strategy for the AMS's wide-ranging portfolio of publishing products, including books, e-books, journals, and the MathSciNet database. This is a cross-functional role. Although the position is in the Publishing division, the incumbent will interact with staff in other divisions of the AMS, including Meetings and Professional Services, Editorial, Mathematical Reviews, and the Washington Office.

RESPONSIBILITIES:

- Assist in developing all aspects of marketing from assessing market size early in the book acquisition process to publication, brand awareness, and supporting enhanced sales to institutions, individuals, and AMS members
- Collaborate across departments. Participate in several collaborative groups that have representatives from many different departments
- Responsible for assessing market need for proposed books, e-books, and digital products
- Develop pricing
- Influence product or site design, ensuring that AMS products are represented within relevant channels and customer communities
- Engage new social marketing techniques to drive usage and sales
- Travel on AMS business, which may involve up to 20% of work-related time

QUALIFICATIONS:

- Strong understanding of marketing and branding strategies and execution
- Strong knowledge of market research techniques
- Strong knowledge of new technologies, including social media platforms
- Eye for effective design aesthetic and strong writing skills
- Ability to analyze data quantitatively and use customer research, data, and metrics to back up assumptions, identify opportunities, and assess the efficacy of marketing programs
- Excellent project management skills, including work prioritization, planning, and task delegation
- Talented at handling competing priorities under pressure while maintaining a sense of humor

EDUCATION and/or EXPERIENCE:

- Minimum 5 years of experience in marketing and publishing, digital experience strongly preferred
- Undergraduate degree in Business, Marketing, or Communications, or equivalent theoretical depth preferred
- Experience with non-profit, academic/professional society publishing preferred

To apply go to: <https://home.eease.adp.com/recruit/?id=8703171>

For more information reference position code 0120.13