

JOB DESCRIPTION

JOB TITLE:	Marketing Executive – Global Services
DEPARTMENT:	GS Marketing Services
REPORTS TO:	Team Lead – Himanshu Naithani
DIRECT REPORTS:	None
CREATION/REVIEW DATE:	16/08/2024

JOB PURPOSE

OVERVIEW

The Marketing Executive role is to support the Marketing Service Team by completing the scheduled tasks from marketing departments (US Books, US/UK Journals, US Books (College), Library US/UK, Open Access) to schedule social media messages, to work on tickets assigned via Marketing Dashboard, to maintain and report tasks schedule, to manage tasks as per decided SLA.

KEY ACCOUNTABILITIES

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

- Scheduling social media messages across all SAGE Channels; Uploading banner Ads; Creating/updating landing pages via DRUPAL & Atypon; Generating session tokens and one-off access; Creating template Flyers; Sample chapter uploading; Monthly Title Un-suppression
- Liaising with Marketing Communications Manager and other members of Marketing services teams across SAGE
- Managing Marketing Ticket Management System, completing ticket request within SLA
- Other global marketing tasks assistance, as required

SKILLS, QUALIFICATIONS & EXPERIENCE

QUALIFICATIONS AND EDUCATION

Graduate with 0-1 years in a marketing/social media/online marketing role, diploma in web designing will be an added advantage. Project management skills-including planning, scheduling, and problem-solving skills would be an advantage. Verbal and written English communication skills. Accuracy and an eye for detail necessary.

LANGUAGE, ANALYTICAL SKILLS AND PERSON SPECIFICATIONS

- Knowledge of MS office
- Understanding of web page creation
- Highly Organized and multitasking ability to manage different type of tasks
- Relationship Management Skills to manage queries, tasks from different teams
- Good verbal and written communication skills

ADDITIONAL INFORMATION (NOT TO BE AMENDED)

This job description is not contractual. To perform this role successfully, you must be able to perform each of the key accountabilities satisfactorily. To meet changes in business operational, procedural or technical requirements SAGE may add, remove or amend/change the accountabilities for this role and you should be aware that this job description is not exhaustive and you may be asked to undertake reasonable tasks and activities outside those for which you are primarily employed.

SAGE is committed to Diversity and Inclusion and is an equal opportunities employer. We value individuality and therefore welcome all qualified applications from a diverse range of candidates.