



Strategic Marketing Manager
Juta Academic, Education and Agencies
Location: Claremont
Reporting to: Acting General Manager, AEA

The Strategic Marketing Manager informs the development of AEA's business strategy through research, analysis and synthesis of market and competitor information and develops marketing plans and communication campaigns to deliver on growth targets as identified in the budgets and 5-year plan. The role takes ownership of the Integrated Marketing and Communications function and manages a team of Marketing Co-ordinators and administration staff to this end.

Responsibilities include:

- Assess and drive market development and penetration.
- Develop and drive strategic marketing campaigns in line with AEA's prioritised growth drivers and in support of the sales efforts.
- Identify branding and PR opportunities in SA and internationally.
- Identify and respond appropriately to emerging opportunities and threats in the market environment.
- Gather market intelligence to support AEA business development including, but not limited to, informing product, market and pricing strategies.
- Development, usage and maintenance of the AEA databases to support sales and publishing activities.
- Develop, manage and co-ordinate Integrated Marketing and Communication plans within set timeframes and budgets and manage internal and external suppliers.
- Manage the AEA brands, reputation and products including in the online and social media environments including the Juta AEA website, and amongst key stakeholders including bookseller, tertiary institutions, schools, government departments and professional bodies.
- Responsibility for print and web based catalogues and metadata management.
- Work closely with business development/sales, publishing, digital learning, other business units and key business partners to maximize the growth, development and return on investment of AEA's business.
- Manage and develop a team of Marketing Co-ordinators and administration staff.
- Track, measure and report back on the performance of marketing related activities.

Competencies

- Degree or qualification in Strategic Marketing desirable, with postgraduate qualifications advantageous.
- 5 - 6 years strategic marketing experience.
- Knowledge of the publishing industry advantageous, with a successful track record in strategic marketing.
- Experience and understanding of strategy, general business principles, marketing, and product development in publishing, locally and internationally.
- An understanding of media and publishing trends in the South African context.
- Financial, business management and operational skills in the publishing environment
- Full computer literacy, MS Word, Excel, Powerpoint, Project.
- Management ability and experience.

Attributes

- Planning and Organising/Work Management: Establishing a course of action for self and others to accomplish a certain goal; planning proper assignments of staff and allocation of resources.
- Innovation - Generating creative solutions to work situations, trying different and novel ways to deal with organisational problems and opportunities.
- Judgement/Problem Solving: Committing to an action after developing alternative courses of action that are based on logical assumptions and factual information and that take into consideration resources, constraints and organisational values.
- Communication: Expressing ideas effectively in individual and group situations (including non-verbal) adjusting language or terminology to the characteristics and needs of the audience.
- Strong written communication competency in copy and report writing.
- Communication expertise in the Social Media environment.
- Customer service orientation - developing internal customer relationships by making efforts to listen to and understand; anticipating and providing solutions to customer needs, giving high priority to customer satisfaction.
- Excellent people management skills and demonstrable leadership qualities.

Other

- In possession of a valid code 8 Driver's licence
- Willingness to travel when necessary

We offer a competitive and market related remuneration package, commensurate with experience. To apply, please email your letter of application and two-page CV to cmclarty@juta.co.za by 13 April 2015. This appointment will be made in line with Juta's employment equity plan. Should you not receive a response by 30 April 2015, please consider your application to be unsuccessful.