



ACS International (ACSI) is looking for a Marketing Coordinator, Asia Pacific for the ACS Publications division in Singapore.

ACS Publications publishes nearly 60 journals for the world's largest and most influential scientific society, the American Chemical Society, providing the worldwide scientific community with cutting-edge research from the most-cited, peer-reviewed publications in the chemical and related sciences. ACS International Ltd (ACSI) Asia Pacific provides sales, marketing, and customer service support for the American Chemical Society Publications. To support its fast growing presence in Asia Pacific, ACS International wants to expand its team of professionals with an Associate Marketing Manager in Singapore.

The Marketing Coordinator, Asia Pacific is responsible for development and execution of marketing strategy and activities to increase brand awareness, value-perception, and market share in Asia Pacific. The Marketing Coordinator blends events management, community outreach, networking, channel marketing, and localized marketing collateral development. Active approach towards social media in support of society and publisher initiatives is essential. The Marketing Coordinator develops a close working relationship with marketing colleagues in Singapore, India, Shanghai, Washington DC, and Columbus Ohio, as well as with the local sales team and distributor. This position will require some travel in the said region as the Marketing Coordinator seeks to build and sustain relationships with key stakeholders.

This position will report to the Senior Marketing Manager, ACS Publications, Asia-Pacific.

Position Accountabilities

- Support and execute global marketing initiatives. Develop local marketing strategy.
- Initiate and support local sales and marketing activities such as conferences, seminars, email campaigns, sponsorships, roadshows, end user events, etc.
- Manage and develop marketing materials in line with global branding guidelines.
- Running email marketing campaigns, managing email databases, creating newsletters
- Executing the social media marketing strategy in parts of Asia.
- Liaising with internal stakeholders to prioritise campaigns and identify key cross-promotional activities with other divisions.

Education/Experience/Technical Knowledge

- Degree level or equivalent professional qualification
- 1-2 years of relevant marketing experience
- Experience in digital marketing, social media and event management.
- Experience using Marketing Automation platforms.
- Work in collaboration with colleagues globally and have excellent communication skills
- Experience in publishing industry is a big plus, but not mandatory
- Located in Singapore.

To apply for a position, please submit your cover letter and CV to careers@acsi.info