



Marketing Manager, India- ACS International

ACS Publications publishes nearly 50 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 a Marketing Manager in India.

ACS International is currently seeking a Marketing Manager based in Delhi, India.

The Marketing Manager (MM) India is responsible for development and execution of marketing strategies and activities to support revenue growth, increase market share, product penetration, brand awareness and value perception in India. Active approach towards social media in support of society and publisher initiatives is essential, as well as being spokesperson on publishing initiatives. The MM India develops a close working relationship with marketing colleagues in Singapore, Columbus Ohio, Washington DC, and Oxford, and, as well as with the local sales team and distributor. This position will require some travel in the said region as the MM seeks to build and sustain relationships with key stakeholders.

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

Position Accountabilities

- Conceptualize, planning, coordinating and execute marketing initiatives along with the Asia Pacific Revenue Marketing team.
- Develop & spearhead local marketing strategies to support India sales revenue.
- Measure & report performance for all local driven marketing campaigns & generate leads.
- Initiate and support local outreach marketing activities (virtual and on-site) such as conferences, seminars, sponsorships, roadshows, end user events, etc.
- Responsible for execution of local content across all media channels inclusive digital, print and social media.
- Coordinate local training activities for customers, distributor, and colleagues.
- Manage and develop local marketing materials in line with global branding guidelines.
- Participate in real and virtual networks in publishing, library, and science fields.
- Liaising with internal stakeholders to prioritize campaigns and identify key cross-promotional activities with other divisions.

Education/Experience/Technical Knowledge

- Bachelor's degree or higher required.
- 5+ years of relevant marketing experience in India and in publishing required.
- Experience in digital marketing, social media and event management.
- Strong analytical skills, data-driven thinking and a flair for numbers.
- Creativity and ability to come up with original, innovating ideas and campaigns.
- Networker in regional chemistry, science, society, and publishing environment.
- Ability to work independently but also effectively across all departments.
- Excellent communication skills, must have strong decision-making skills and the ability to influence to achieve results.
- Familiarity with Salesforce, Eloqua or comparable core marketing tools is preferred.
- Located in Delhi , India

To apply for a position, please submit your cover letter and CV to careers@acs-i.org.