Senior Marketing Manager, ACS Publications, China- ACS International

The Sales and Marketing Department is responsible for developing marketing strategies and implementing sales programs for the ACS Publications Division's product lines. Inherent in this is analyzing all results and recommending future direction for the marketing and positioning of ACS Publications' products within the chemical/scientific community marketplace. The Marketing Department is committed to building a better online, purchasing, and reading experience, as well as improving the scholarly research and communications environment for both the customer and the end user. Key constituents include institutional librarian administrators, corporate librarians, authors, reviewers, ACS members, editors, and the range of end-users (subscribers and non-subscribers).

The Marketing team is tasked with developing ongoing conversations and strengthening relationships to instigate positive brand recognition and ultimately increase sales and revenue for an extensive portfolio of journals, eBooks and other digital products. A core group within the Marketing team is the Content Marketing and Lead Generation group, responsible for the marketing plans of over 60 journals, the society's premiere blog ACS Axial (axial.acs.org0, and the division's marketing automation system.

ACS International is currently seeking a Senior Marketing Manager based in Beijing, China.

CS Publications is seeking a Senior Marketing Manager, based in Beijing China, who will be responsible for the planning and administration of marketing campaigns for ACS Publications' products, programs and services to researchers across China using marketing tactics that resonate with in-country researchers. This is a new position on the Journal and Content Marketing team. Position reports to the Director, Journal and Content Marketing.

The Senior Marketing Manager, China is responsible for the planning and administration of marketing campaigns for ACS Publications products, programs, and services to authors, reviewers and readers in China. This position will be building links to and increasing the visibility of China-based researchers & institutions. S/he will work with the Washington DC-based marketing team to collectively achieve the goal of expanding the overall market influence of ACS in China.

Specific job expectations include but are not limited to the following:

- Create, execute and manage local marketing plans to China-based researchers to include content marketing, social media marketing, email marketing, SEO, event marketing, direct mail, and media buys for ACS Publications in China in order to drive usage, journal submissions, and engagement with in-country researchers.
- Promote and drive participation in author outreach programs including ACS on Campus, open access, ACS Reviewer Lab, ACS Author University, ACS Style Guide, and ACS Covers.
- Analyze, grow, and further develop Chinese audience demographic information within marketing automation program, Eloqua. Drive researcher registration in ACS platforms and services, with a particular emphasis on publication eAlerts.
- Launch new journals or ACS Publication products in China as needs arise. Lead core regional ACS branding campaigns, especially those that involve strategic partnerships with China-based influencers. Monitor competitor activity to inform business intelligence.
- Communicate goals, initiatives, and results of marketing campaigns internally and cross-divisionally.
- Attend conferences to promote ACS Publications journals and products.

Required Qualifications:
College degree (relevant field) or equivalent experience; usually has an advanced degree (relevant field) or equivalent experience. Bilingual capabilities in Chinese and English are required. 7+ years of related experience. Experience in STM marketing as well as international marketing strongly preferred.

Travel Expectations:
~25% in-country; ~5% international (post-pandemic).

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