



De Gruyter is an independent academic publisher that has been publishing excellent research since 1749. It publishes about 1,600 new titles annually in 29 subject areas across the humanities, social sciences, STM, and law, as well as more than 800 subscription and open-access journals and a variety of digital products. It is one of the largest independent open-access book publishers. Headquartered in Berlin and with locations worldwide, the group includes the eight imprints De Gruyter Akademie Forschung, Birkhäuser, De Gruyter Mouton, De Gruyter Oldenbourg, De Gruyter Saur, Düsseldorf University Press, Deutscher Kunstverlag and Jovis Verlag.

📍 Beijing or remote   ⌚ Full time   📅 ab sofort

## SENIOR MARKETING EXECUTIVE CHINA (F/M/D)

As Senior Marketing Executive, you will be responsible for developing and executing a comprehensive ROI-driven author-centric Marketing Strategy for China to support our journals portfolio. In this role you will work from our Beijing office or remotely from any location in China, and report to the Regional APAC manager. The position is permanent.

### YOUR TASKS

- Develop and execute integrated marketing campaigns through various channels (email, website, search engine, social media, 3<sup>rd</sup> party collaboration, events etc.)
- Devise a comprehensive social media marketing road-map to enhance De Gruyter's brand presence and engagement with the research community
- Close collaboration with our sales and editorial team to generate awareness of De Gruyter journals and growing authorship, increasing submissions and growing institutional revenues
- Analysis and reporting of marketing activities and ongoing optimization according to KPIs
- Build and maintain key relationships; both internally and externally

### YOUR PROFILE

- Degree major in marketing, science and engineering or relevant qualifications
- 2-3 years of marketing experience, ideally within journals marketing
- Knowledge and continued awareness of key trends and developments in Open Access publishing is desirable
- Strong work ethic with the ability to handle multiple priorities and respond quickly to changing requirements.
- Knowledge of Salesforce and Marketing Cloud would be a plus
- Ability to work independently and be resourceful
- Excellent oral and written communication in both English and Chinese

### WE OFFER YOU

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Family-friendly working time models, flexitime and a flexible home office arrangement for a good work-life balance
- A generous vacation entitlement and special leave days
- Extensive benefits and allowances for a healthy, balanced life
- Development budget and opportunities for training and personal development
- Passionate colleagues in diverse, international teams; joint team events and company parties

At De Gruyter, we believe in diversity and are committed to equal employment opportunities for everyone. It is our shared goal to create a workplace culture centered around inclusion and belonging.

APPLY NOW