Job Title: Manager Marketing and Communications

Reports to: Director Business Development and Strategy

Location: Canadian Science Publishing
1840 Woodward Drive, Suite 1
Ottawa, Ontario K2C 0P7

Term: Full-time, permanent

Canadian Science Publishing (CSP) is Canada’s independent, not-for-profit leader in mobilizing science-based knowledge, making it easy to discover, use and share. With over 50 highly skilled experts and an editorial team comprising some of the world’s leading researchers, CSP currently owns and publishes 24 diverse international journals with distribution in more than 125 countries and provides publishing services to an additional 15 titles.

The CSP journals cover a broad range of scientific disciplines, with more than 2000 manuscripts published each year. All journals are available online and are accessible to subscribers before print publication at www.cdnsciencepub.com. We proudly participate in international programs such as Research4Life, INASP and TEEAL, which provide developing countries free access to our material.

As a not-for-profit, independent publisher, Canadian Science Publishing is proud to support a number of community initiatives, including awards, conference sponsorship, society partnership, and more. Visit www.cdnsciencepub.com to learn more.

We offer an attractive compensation and benefit program with the opportunity to work a flexible schedule. For this role, presence in the Ottawa location is required. Our head office location near Highway 417 and Maitland Avenue offers free parking and is accessible by OC Transpo.

Canadian Science Publishing welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

General Responsibilities

Reporting to the Director Business Development and Strategy, the Manager of Marketing and Communications is responsible for the business services of the department (marketing strategies, communications, promotional and advertising plans, and develops strategic partnerships with societies and associations to increase awareness of corporate and brand
recognition). The Manager of Marketing and Communications supports the sales and content development programs, and all promotional activities for Canadian Science Publishing (CSP) and its journals. This position has five direct reports: Strategic Marketing Lead, Digital Marketing Specialist, Marketing Coordinator, Graphic Designer, and Communications Specialist.

Specific Duties

1. Develop, implement, and manage marketing strategies for sales, journal-specific promotional plans, and corporate initiatives:
   a. Working with Senior Management and the Business Development & Strategy team (Sales, Open Access, and Marketing & Comms), this individual will be responsible for providing strategic data-driven recommendations on marketing strategies for existing and new products and services (i.e., Corporate marketing, sales campaigns & collateral, journal specific marketing, promotion and sponsorships, and other content development communications).
   b. Oversee CSP’s corporate and journal brands.
   c. Working with the Communications Specialist, oversee CSP’s blog and assist with key corporate communications for internal and external audiences (editors, partners, and affiliations).
   d. Working with the Digital Marketing Specialist oversee digital advertising, e-newsletter strategies, and social media platforms.
   e. Working with the Graphics Designer, Strategic Marketing Lead and Digital Marketing Specialist to ensure that an inclusive approach is followed company-wide for branded materials, marketing and sales campaigns, content development efforts, and strategic initiatives. Create linkages between various marketing and communication efforts, business goals, and corporate strategic goals to build on key messages, products/services to enhance their impact and ensure consistency.

2. Lead CSP’s content marketing strategies to foster a reputation of excellence, leader in scholarly publishing and achieve other key strategic goals.
   a. Develop and foster relationships with societies, partners, and affiliations for content development purposes (society membership outreach, conference and sponsorship opportunities).
   b. Develop resources, leverage marketing tools, and other materials for products/services and initiatives available either promotionally or on the CSP website.
   c. Other writing tasks as necessary.

3. Develop and implement an integrated marketing strategy for increase the visibility of CSP’s brand and grow content for CSP’s Journals.

4. Oversee the content on CSP’s website and all online platforms to ensure adherence to brand, key messages, tone, style, etc.

5. Take an active role in key projects on an as-needed basis such as the development of new journals, metrics, and other indicators.
6. Take a leadership role in the management of departmental resources (HR and budget), priorities and workloads; provide guidance and development to direct reports.

7. Other projects as required.

**Qualifications and Educational Requirements**

1. Undergraduate (BA, BComm) or Graduate (MBA) degree in Marketing and/or Communication Studies or similar with 8-10 years’ experience in marketing, communications, public relations, and media relations in the publishing industry, preferably scholarly publishing, or in a science-based organization. A degree in science to compliment marketing training is preferred (BSc, MSc, and/or PhD).

2. Demonstrated experience managing group of reports with diverse skill sets, setting performance goals and expectations, and leading development discussions.

3. Demonstrated experience in marketing (creating, communicating, and delivering product and service offerings that have value for CSP customers, clients, partners, and other stakeholders), preferably in a publishing environment.

4. Able to liaise with scientific stakeholder groups and audiences

5. A proven ability to analyze KPIs and other metrics from multiple platforms (both print and online) in order to optimize current and future marketing and communications campaigns.

6. Experience in writing and editing a variety of text including marketing copy and strategic communications for both scientific and public audiences.

7. Highly developed written, verbal, and social media communication skills.

8. The ability to exercise excellent content judgment in development and delivery of all communication material.

9. Possesses a highly creative approach.

10. Ability to work independently and in a team environment using a collaborative approach

11. Able to take direction from and providing leadership to numerous cross-functional groups.

**Contact**

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