



The
Geological
Society





Marketing Executive / Senior Marketing Executive

Who are we?

Founded in 1807, we are the oldest geological society in the world. Today, we are a world-leading communicator of Earth science – through publishing, library and information services, cutting-edge scientific conferences, education activities and outreach to the general public. We also provide impartial scientific information and evidence to support policy-making and public debate about the challenges facing humanity.

We have a membership (Fellowship) of c. 11,600, more than 2,000 of whom are based outside the UK. Approximately 3,000 are Chartered Geologists or Chartered Scientists - professionals who have demonstrated a high level of technical competence in their field and a commitment to professional ethics.

Our strategy ...

-  Advance multidisciplinary Earth science to inform global issues
-  Be the inclusive and collaborative home for UK Earth scientists and increase our international orientation
-  Support professional development, careers and education in Earth science
-  Become a dynamic and responsive organisation with a strong digital identity

The essentials ...

- Full time and permanent position
- £26,000 - £27,000 Marketing Executive or £31,000 - £32,000 Senior Marketing Executive depending on level of role offered
- Hybrid working with weekly office days in Bath

What you'll be doing ...

The main purpose of the role is to develop and deliver effective marketing plans and campaigns for the Society's books and subscription products and agreed other activities.



Overall responsibilities / requirements ...

Specific own responsibilities

- Utilise digital channels including newsletters, social media, PPC, SEO, website and content marketing.
- Contribute to and implement the annual Publishing House marketing plan alongside marketing colleagues.
- Comply with brand identity for the Publishing House.
- Manage the production and distribution of printed material.
- Utilise the Society's customer database to undertake effective marketing using a suitable mix of marketing tools.
- Organise and attend selected international conferences and exhibitions.
- Communicate with external partners to ensure effective promotion of Society publications.
- Work with external designers and creative agencies to create printed materials and magazine adverts.
- Co-ordinate quarterly marketing report for management team and Marketing Manager following agreed template using Google analytics and e-marketing reports.
- Work closely with Society colleagues on e-marketing and contribute to the management of the email marketing Users Group.

Major accountabilities

1. Digital promotion

- Contribute to and implement plans for digital marketing
- Ensure the timely promotion of products and content through digital and traditional marketing channels
- Schedule and set up Online Bookshop Sales
- Organise web advertising (GSL and Lyell Collection)
- Maintain and update banners and content announcements on Lyell site to ensure clear, accurate and timely information is presented
- Implement marketing campaigns to customer leads
- Create and promote 'Thematic Collections' (collections of content within the Lyell Collection, based around a theme)
- Develop and keep abreast of changes in marketing
- Content marketing creation and deployment

2. International Conferences and exhibitions

- Working with the Marketing Manager to ensure smooth running of the international conference schedule; organise appropriate material, timely registration of staff and stand and best value shipping
- Working with the Marketing Manager, Head of Editorial Development and the Commissioning Editor to select books, journals and collateral for display
- Attend exhibitions as required, take customer orders, run competitions, sign delegates up for e-newsletters, answer queries and liaise with Society staff as required. Report on each conference post-attendance.
- Ensure GSL booths present a distinct brand and are well-maintained.
- Ensure appropriate support is provided for unstaffed conference opportunities
- Work with colleagues to capture leads and opportunities

3. Promotional literature, advertising and PR



- Implement the annual programme of printed material as agreed with the Marketing Manager and Head of Sales, Marketing and Distribution
 - Work with designers to produce artwork; liaise with colleagues to proofread and ensure accuracy, Marketing Manager to approve final artwork. Secure print quotes and deliver print to deadline
 - Identify appropriate customer data (in compliance with GSL Data Protection Policy) and brokered data for mailings and deliver to mailing house on time
 - Manage advertisements in internal and external magazines
4. Marketing planning, co-ordination and reporting
- Work with the Marketing Manager to create the Publishing House annual Marketing Plan and review quarterly
 - Develop mini marketing plans throughout the year to promote press-worthy c
5. Marketing planning, co-ordination and reporting
- Work with the Marketing Manager to create the Publishing House annual Marketing Plan and review quarterly
 - Develop mini marketing plans throughout the year to promote press-worthy content published by the Society
 - Ensure the smooth running of all marketing activities
 - Gather the required information for the most effective promotion of the Society's books and subscription products by close communication with editors, authors, commissioning and production staff
 - Report on marketing campaigns quarterly; use Google Analytics, Lyell reports and tracking tools to analyse usage and refine targeting of marketing campaigns and post to shared space
 - Record all expenditure
6. External organisations
- Approve review copy dispatch, and ensure Sales Administrator adds reviews to the Online Bookshop
 - Supply overseas sales agents with relevant promotional materials and product information
 - Ensure effective marketing for publishers whose books we sell
 - Work with Burlington House staff to maximise promotional and sales opportunities for books and subscription products.

What we're looking for ...

- Educated to degree level, preferably with some science or marketing or equivalent professional qualification
- Hold or working towards a recognised marketing qualification desirable (CIM, IDM etc)
- Experience of marketing is essential, preferably in relation to publishing
- An interest in electronic communications, social media marketing and email marketing
- General IT proficiency, and familiarity with the range of Microsoft office software (including Outlook, Word and Excel) and cloud-based platforms such as Hootsuite and Canva
- Excellent organisational, interpersonal and communication skills



Essential skills

- Excellent organisational skills
- Digital marketing
- Traditional marketing
- Publishing background

Desirable skills

- CIM qualified

A bit about us ...

The Geological Society is a registered charity and employs just under 60 staff at its offices in London and Bath.

As an employee conscious company, we invest in our staff by emphasising training, growth and progression in every role. We firmly believe in creating a positive workplace wellbeing culture and offer a generous benefits package to our staff:

- 25 days basic holiday entitlement (plus bank holidays) when you start, increasing up to 30 days with continued service
- Option to purchase up to 2 days extra holiday days per year
- Standard 10% employer pension contribution with 5% employee contribution
- Access to 24/7 online GP with mental health counselling
- Free premium Headspace account for you and 2 members of friends/family
- Cycle to Work scheme
- Season Ticket Loan
- Life Assurance and Income Protection schemes
- Free access to Royal Academy exhibitions
- Free Geological Society Fellow membership for qualified staff

The Society is committed to fostering an inclusive culture that promotes equality, values diversity and maintains a harmonious inclusive environment in which the rights and dignity of all its members visitors and staff are respected. We are an equal opportunities employer and the post-holder will be expected to adhere to and support the Society's commitment to diversity, equality and inclusion.

How to apply ...

As an equal opportunity employer, we kindly ask for applicants to anonymise CVs and cover letters before submitting by replacing your full name with initials.

To apply for this position, please forward a copy of your anonymised CV to recruitment@geolsoc.org.uk.

We would also be grateful if you could let us know if you will require any special provision as a result of any disability should you be called for interview.

