



Langham[™]
PARTNERSHIP

Job Title: Marketing Coordinator
Reporting to: Director of Publishing
Contract: Full Time (37 hours per week)
Starting Salary: £22,500 - £25,000
Start Date: 1st of May (Negotiable)

Job Purpose: To oversee and coordinate the communications and marketing of Langham's own and partnered publications. The role will require you to liaise and work closely with the rest of the publishing team as well as with external stakeholders such as authors, designers, periodicals, major customers, and sales representatives.

Job Description: Responsible for the marketing of around 50 new book projects annually, as well as a current backlist of 300+ titles, the candidate will ensure consistent and engaging communication campaigns to increase awareness and sales. Working mainly with the Director of Publishing and in coordination with the production and distribution departments, as well as sales representatives, the successful candidate will focus mainly on international markets, but with a growing work here in the UK.

The role will not only involve the consistent management of regular communications on various mediums but will also include the development of new marketing strategies reflective of the industry and current trends, as well as the identification and development of new customer networks, all in a manner that is reflective of the vision and goals of our ministry.

The successful candidate will have the ability to prioritise work across multiple projects alongside their regular tasks. The candidate will have the ability to work under pressure and influence internal stakeholders as well as conducting themselves professionally with external stakeholders.

Key Responsibilities

- Source, commission, and/or create content and post regularly to our communications channels (social media, physical and digital mailings etc).
- Coordinate advertising opportunities including the review of their success against engagement and sales.
- Liaise with, and work alongside the editorial team and distribution team to build a campaign and task schedule.
- Create and coordinate the development of marketing materials such as print and electronic adverts, catalogues and other promotional materials.
- Coordinate and in some cases attend conferences both nationally and internationally.
- Develop and maintain relationships with trade customers as well as representatives of networks and other organisations
- Develop and maintain a database of book reviewers and promoters

- Produce and maintain reports relating sales, customer trends, and campaigns.
- Assist authors and the editorial team in the creation of book endorsements.
- Proof-read and copy-edit marketing material created by others
- Coordinate the dissemination of book metadata in partnership with Production and IT
- Assist in any other publishing tasks that are required.

General Responsibilities and Requirements

- This role requires you to be based at the Langham offices in Carlisle, Cumbria. However, while lockdowns and the COVID-19 pandemic continues, homeworking is expected. During this time the location in the UK where you will be based is also negotiable but you will be expected to relocate to the Carlisle area when the country is fully open.
- Attend team meetings both virtually and in person.
- Assist with any events relating to publishing, and where reasonably required travel for such events (both nationally and internationally).
- Attend any office or corporate meetings or events
- Hold a full UK drivers license
- Undertake any other duties as are reasonably required by the Director of Publishing.



Person Specification
Marketing Coordinator

	Essential	Desirable
Knowledge & Qualifications	<ul style="list-style-type: none">• Knowledge of and competency in Microsoft Word & Excel• Undergraduate Degree in an appropriate field (such as Business Studies, Marketing, Journalism, English or related concentration)	<ul style="list-style-type: none">• Knowledge of and competency in social media and Google advertising• Completion of courses such as Facebook Blueprint and / or Google Ad and Marketing Certification• Knowledge of theology or biblical studies
Experience	<ul style="list-style-type: none">• Experience in a marketing or communication role• Significant experience with communication platforms (such as mailchimp, wordpress etc)	<ul style="list-style-type: none">• A background in academic publishing• Experience in the development of websites or new communication platforms• Familiarity with the operation of Christian organisations or charities
Skills and Abilities	<ul style="list-style-type: none">• Strong writing and copyediting skills• Self-driven, showing initiative and the ability to manage own workload and multi-task• Excellent inter-personal skills	<ul style="list-style-type: none">• Ability to adapt quickly to new processes, and adept at learning new software• Strong negotiation and influencing skills
Personal Attributes	<ul style="list-style-type: none">• Team-oriented• In agreement with Langham Partnership's Statement of Faith and supportive of the vision, mission, conviction and values of Langham Partnership• Flexible to the demands of the job	<ul style="list-style-type: none">• A keen interest in the global church• Driven by serving others