



POSITION DESCRIPTION

Position Title:	Marketing Manager, Publicity and Sales
Organisation Unit:	University of Queensland Press (UQP)
Position Number:	3007156
Type of Employment:	Full-time, Continuing
Classification:	Hew Level 8

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver **knowledge leadership for a better world**.

UQ ranks in the world's top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia's Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 240,000-plus alumni. The University has about 7,000 academic and professional staff and a \$1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.

UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of \$11billion+ (see <http://uniquet.com.au/our-track-record>).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

The University of Queensland Press (UQP) was established in 1948 and is one of Australia's oldest and most respected publishing houses. UQP enhances the success of the University of Queensland by its innovative philosophy and commitment to producing books of high quality and cultural significance. UQP books and authors have received national and international recognition through literary prizes, rights sales and writers' festivals. We publish print and eBooks across a range of subjects, from literary fiction, general non-fiction and poetry, to children's and young adult books and academic books in fields such as cultural studies, history and peace and conflict studies.

Information about UQP may be accessed on the UQP's web site at <http://www.uqp.uq.edu.au>

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - <http://www.uq.edu.au/current-staff/working-at-uq>

DUTY STATEMENT

Primary Purpose of Position

To maximise discoverability, profile, and media coverage of UQP's new and backlist titles and authors. To increase reach and brand recognition of UQP and maximise sales of all books published.

Duties

Duties and responsibilities include, but are not limited to:

- Manage and lead in-house sales and marketing team and engage freelancers as needed.
- Manage expenditure and budget for marketing and publicity activity across all lists.

Marketing

- Develop and implement marketing campaigns that maximise the profile of UQP authors and their books.
- Develop strategies to enhance awareness and recognition of the UQP brand on a national and international level.
- Maintain a high level of both internal and external communication with key authors and industry partners.
- Manage UQP events such as launches, readings, literary and trade festivals and industry conferences.

- Generate sales and promotional materials and print advertising, including catalogues, newsletter and media releases.
- Establish and maintain strategic partnerships and opportunities with all UQ stakeholders to maximise promotion and sales.
- Oversee awards nominations and UQP website and digital platform.
- Manage databases, subscription lists and contacts for publicity and marketing purposes.

Publicity

- Maintaining a high level of communication with media and the book trade.
- Develop and maintain extensive contacts within the media industry.
- Source and coordinate national print and digital media and author tours.
- Source and manage freelance publicists for selected titles.
- Write and distribute media releases and media kits for new and re-released UQP titles.
- Develop and oversee a social media strategy.

Sales

- Strategically track, review and report on book sales to inform marketing and publicity plans.
- Oversee and maximise opportunities for online sales platform and direct distribution.
- Provide advance information about UQP titles to our distributor and sales force.
- Liaise directly with bookshops and sales outlets.

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the [University's Code of Conduct](#)
- requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School
- the adoption of sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#)
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University

Organisational Relationships

The position reports to the CEO, UQP.

SELECTION CRITERIA

Essential

- Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience or an equivalent combination of relevant (publishing house or associated arts organisation) and/or education and/or training.
- Proven experience in developing and managing high-level relationships with media and key stakeholders.
- Demonstrated skills and knowledge in designing effective marketing campaigns.
- A high level of understanding of brand strategy and its importance.
- Strong negotiation skills and ability to develop and maintain strong working relationships.
- Effective management capabilities, with accountability for a small, targets driven team.
- Experience in dealing with national and local media (print and digital).
- Ability to maintain a professional demeanour at all times particularly during periods of high work-pressure.
- Highly organised and disciplined to meet deadlines; driven to achieve personal and corporate goals.
- Ability to travel and work weekends and after hours as required.

Desirable

- Experience in publishing/bookselling publicity.
- Experience in presenting to groups at conferences and seminars.
- Highly adept knowledge of a range of IT systems, including Microsoft applications and in particular with relevant programs such as Bookmaster and Biblio, Titlepage and Nielsen Bookscan.

The University of Queensland values diversity and inclusion.

**Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au
Applications are also encouraged from women.**

This role is a full-time position; however flexible working arrangements may be negotiated.