POSITION ANNOUNCEMENT

Marketing and Outreach Specialist

Reporting to the sales and marketing strategic manager of Purdue University Press (PUP) and Scholarly Publishing Services (SPS), the marketing and outreach specialist drives sales, awareness, use, and impact of PUP and SPS products, books, journals, and services. She or he will have a key role in advancing strategic priorities and raising the profile of PUP and SPS on the global stage. The marketing and outreach specialist will be a self-starter capable of meeting deadline-driven projects as an individual as well as a member of a team. He or she will assist in the management of communication accounts, in time taking on select titles or projects as account exec. Core duties will include: planning and executing social media campaigns, planning and executing outreach and exhibits at trade, industry, and academic conferences; identifying new markets, new opportunities, and new audiences while developing and implementing new strategies to engage readers; conducting media research and coordinating strategic communication via any media necessary (social, e-mail, video, traditional and online ads, reviews, etc.). She or he will have opportunities to supervise student workers and engage with external PR consultants. He or she will engage with supervisor to establish, develop, and achieve personal professional development goals and performance milestones; participate in strategic planning; and support, imagine, and execute innovation initiatives across PUP and SPS. She or he will also participate in on-campus outreach, marketing and communication of services and will collaborate with special projects within the division such as HABRI Central, the Journal of Purdue Undergraduate Research (JPUR), and various grant-funded endeavors.

This role will reward creativity, strategic thinking, and enthusiasm and offers self-starters a unique opportunity to join a swiftly growing marketing team of an innovative press that sees publishing differently.

Required qualifications:

- Bachelor's degree in Marketing, Management, Organizational Leadership, Communications, Humanities, Science, Engineering, or related field.
- Demonstrated problem solving skills.
- Demonstrated interest in social media.
- Ability to manage multiple projects simultaneously.
- Excellent oral and written communication and presentation skills.
- Proficiency in Microsoft Word, Excel, Outlook.
- Experience with Adobe InDesign and Photoshop.
- Ability to work independently as well as in a team situation

- A valid US or Canadian driver's license is necessary for employment in this position.
- Ability to lift and carry 10-25 pounds frequently and 40 pounds occasionally.

Preferred Qualifications:

- One to two years of social media, communications, or marketing experience.
- Experience with project management, social media, and online marketing platforms.
- Proficiency with Adobe InDesign and Photoshop.
- Clearly defined career goals.
- Demonstrated interest in publishing/media/communication.
- Demonstrated aptitude for self-improvement.
- Demonstrated preference for rapid innovation and team-centric thinking.
- Demonstrated interest in driving or participating in beneficial change and innovation.

Further information about Purdue University Libraries, the University and the community will be found at: ***www.lib.purdue.edu/about/employment***.

Environment: The Scholarly Publishing Division (SPD) of the Purdue University Libraries (PUL) comprises the Purdue University Press, Scholarly Publishing Services, and Purdue ePubs (PUP, SPS, and PEP, respectively). SPD prioritizes excellence and innovation in all operations. SPD embraces change, diversity, respect for others, and playful innovation, in pursuit of its mission to amplify the social good of scholarly inquiry and regional creativity. SPD actively explores new models, practices, and partnerships for enhancing the communicative power and reach of new knowledge. SPD scales and shares resources, across its subunits, to be greater than the sum of its parts. PUP is an active member of the Association of American University Presses (AAUP); the Association of American Presses (AAP), and the Society for Scholarly Publishing (SSP). SPS is a founding member of the Library Publishing Coalition (LPC). PEP is the Open Repository (OR) for Purdue University. SPD is an engaged member of the innovative and collaborative Purdue University Libraries (PUL) community, within which it reports.

Purdue University Libraries (PUL), recipient of the 2015 Award for Excellence in University Libraries from the Association of College and Research Libraries (ACRL), is at the forefront of academic librarianship and redefining the role of the academic, research library in learning, discovery, and engagement activities of the University. Libraries faculty and staff are deeply involved in information literacy instruction and instructional design, redefining of learning spaces, scholarly communication, data management, and global outreach.   Purdue Libraries faculty have expanded their collaborative endeavors with disciplinary faculty in integrating information literacy into the core curriculum. PUL is home to the first endowed chair in information literacy in the United States, established in 2008.

Purdue University Libraries is committed to advancing diversity in all areas including scholarship, instruction, and engagement.

Opened in August 2017, the Thomas S. and Harvey D. Wilmeth Active Learning Center brings together six science and engineering libraries into a building that also houses 27 active learning classrooms that will seamlessly integrate learning and classroom spaces at the very heart of the campus. For a video introduction to the Wilmeth Active Learning Center, please see: https://www.youtube.com/watch?v=D36R3t3Hc

Purdue Libraries is a leader in the areas of data curation and library publishing services. Accomplishments in data curation include the development of the Data Curation Profiles Toolkit and the Purdue University Research Repository (PURR). PURR provides an online, collaborative working space and data-sharing platform to support the data management needs of Purdue researchers.

Purdue Libraries is an active member of state, regional, national, and international associations and consortia, including the Association of Research Libraries (ARL), the Center for Research Libraries (CRL), the Coalition for Networked Information (CNI), SPARC, the Council on Library and Information Resources (CLIR), the Digital Library Federation (DLF), the International Federation of Library Associations and Institutions (IFLA), and the Research Data Alliance (RDA).

Purdue Libraries is a founding member of both HathiTrust and DataCite. Purdue was one of four universities that collaborated with Ex Libris, Inc., on its Alma integrated library system, the next generation library management system. Collaboration and partnerships are hallmarks of Purdue Libraries both on and off campus, including partnership with ITaP (Information Technology at Purdue) and the Purdue Office of Research and Partnerships to provide assistance with funder data requirements.

Purdue University (http://www.purdue.edu/), located in West Lafayette, Indiana, in the historic Wabash River valley, is one hour from Indianapolis and two hours from Chicago. Renowned nationally and internationally for its programs in engineering, science, agriculture, and business, the University has over 40,450 students and 16,400 employees. Purdue is a member of the Association of American Universities (AAU), Association of Public and Land-grant Universities (APLU), and the Big Ten Academic Alliance (BTTA). Purdue has the fourth highest enrollment of international students among public U.S. universities, with 9,255 undergraduate, professional, and graduate students in 2016.

The greater Lafayette area (http://www.homeofpurdue.com/) provides diverse cultural, social, and recreational activities.

"Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran." From *Nondiscrimination Policy Statement*, Purdue University http://www.purdue.edu/purdue/ea_eou_statement.html.

Salary and benefits:

Salary commensurate with experience in the context of Purdue University's salary structure.

Purdue provides a generous fringe benefit package that includes retirement benefits as well as health, disability and life insurance, 22 annual vacation days, and tuition support for employee, children, and spouse/same sex domestic partner. Purdue University is responsive to the needs of dual career couples.

Relocation funding will be available and discussed on a case-by-case basis.

A background check will be required for employment in this position

Application process:

For consideration submit resume and apply online for this staff position at: www.purdue.edu/careers using job number **1701409** or a direct link is: http://purdue.taleo.net/careersection/wl/jobdetail.ftl?lang=en&job=1701409

A cover letter is required for consideration for this position. The cover letter must include your interest in and qualifications for the position, as well as your past experiences, current interests or activities, and/or future goals to promote a climate that values diversity and inclusion.

This position announcement can also be found at: www.lib.purdue.edu/about/employment.

Purdue University is an EOE/AA employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.

Purdue provides a generous fringe benefit package that includes retirement benefits as well as health, disability and life insurance, 22 annual vacation days, and tuition support for employee, children, and spouse/same sex domestic partner. Purdue University is responsive to the needs of dual career couples.

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