



Job Title: Rising Tide Intern – Librarian & Researcher Portfolio Marketing

Hour per week: 35 hours per week as per standard Elsevier UK contract

The Librarian & Researcher Portfolio Marketing squad are the voice of librarians and researchers helping to solve their pain points as their trusted partner to help achieve business outcomes. The squad work with product and business stakeholders and collaborate with sales to help clearly articulate customer challenges and needs for solutions such as ScienceDirect and our Engineering portfolio.

Summary

We are looking for a Portfolio Marketer to support the Librarian and Researcher Portfolio Marketing squad. The successful candidate will support Portfolio Marketers on large projects collaborating with a range of stakeholders across Portfolio Marketing, Sales Enablement, Editorial and Product Teams. Key activities in the role are creating marketing materials, uploading and maintaining marketing collateral and analyzing customer feedback. The candidate will also experience and learn from working in an agile marketing organization.

If you are passionate about research and technology, and driven to deliver outcomes which will benefit librarians, researchers and institutions globally, then this role will interest you. You will be supported and partner with the other squad members, being guided by three experienced Portfolio Marketing Managers and will get to interact with a diverse range of stakeholders across functions and geographies.

You will learn the ropes of Portfolio/Product Marketing in an agile marketing environment with the support of an encouraging, friendly, and engaged team.

Responsibilities and tasks

- Creating marketing material for new product releases and go-to-market strategies
- Uploading and maintaining collateral for sales enablement and campaigns to ultimately drive pipeline generation and acceleration (e.g. updating subject value stories, flyers, email templates, briefing content for newsletters etc.)
- Analysis of customer feedback to inform product of customer challenges and to help develop case studies and testimonials
- Work with a network of stakeholders including Portfolio Marketers, Editorial and Product teams to generate customer focused and compelling collateral
- Develop content for internal training
- Plan and attend workshops, meetings and relevant agile ceremonies

Requirements

- Effective written and verbal communication skills

- Ability to function in a team setting
- Highly organised
- Open to a varied and flexible list of daily responsibilities