



*Leading publisher of academic  
archaeology worldwide*

**Role**

**Description**

**Sales and Marketing  
Executive**

BAR Publishing is an award-winning independent publisher, dedicated to academic archaeology. Over nearly 50 years, BAR has built an international reputation for publishing peer-reviewed specialist research across all areas of archaeology. BAR publishes monographs, site reports, conference proceedings, edited collections of paper and holds a catalogue of 3,700 titles in five languages and continues to publish over 70 new books each year. The BAR Digital Collection, the world's largest collection of academic archaeology, was launched in 2020 and comprises online material which encompasses all periods, from prehistory to 20th century archaeology.

BAR Publishing is located close to the centre of Oxford, England.

We are excited to be expanding and enjoy the agility and flexibility we have as a small, independent company. Every team member is core to the business, and we have a strong, collaborative, mutually supportive team ethos.

### **Responsibilities**

- Manage and organise the company's conference attendance including booking exhibition attendance, creating delegate inserts and other event materials.
- Manage the production of all marketing material, including briefing designers and creation of templates for new designs.
- Engage with and support authors with the promotion of their books.
- Arrange promotion for relevant books through societies and associations Identify sales and marketing opportunities, suggest actions and carry out agreed strategies.
- Create and send out the monthly e-newsletter and targeted campaigns to the academic/specialist market as required.
- Maintain customer contact lists and associated forms and automations within a mailing platform, adding new subscribers, cleaning the list regularly and troubleshooting any problems
- Place adverts in relevant journals, magazines, websites, etc.; organise book reviews.

## Required Qualifications

### Essential:

- Excellent organisational skills, proven ability to multitask and prioritise, and a commitment to quality, responsibility, and efficiency
- Excellent written and spoken English.
- Ability to work comfortably in a small team, with flexibility and initiative, and with minimal supervision
- Several years of relevant sales and marketing experience, preferably in academic or education publishing
- A good eye for effective marketing materials
- Ability to check own work to a high standard of accuracy
- A problem-solving attitude
- Proficiency in using Microsoft applications, especially Excel, Word, and Outlook, as well as other applications such as Adobe Acrobat

### Desirable:

- Familiarity with Adobe Creative Suite (InDesign and Photoshop)
- Awareness of legal considerations including data protection law and copyright
- Copywriting skills
- Familiarity with website management and basic HTML coding

**Position:** Part or full-time (salary will be pro-rated); possibly freelance  
**Salary:** DOE  
**Start date:** ASAP  
**Closing date:** 9th October 2022

## How to Apply

Please include a covering letter before the first page of your resume. The letter should address your specific interest in the position and outline what skills and experience you can bring to the role.

To apply, please email your CV, including covering letter, your most recent salary and your salary expectations to [birgit.thaller@barpublishing.com](mailto:birgit.thaller@barpublishing.com)