

**Job Title:** Acquisitions Marketing Manager

**Company:** London Review of Books

**Location:** London, UK

**Job Overview:**

The *London Review of Books* is looking for an experienced marketer to join their dedicated subscription team.

The Acquisitions Marketing Manager plays a pivotal part in the commercial results and circulation growth of the magazine. Reporting to the Head of Subscriptions, the successful candidate will help deliver the strategy of the subscriptions acquisition programme for Europe's largest literary magazine, the *London Review of Books*, working closely with the digital and retention managers, as well as key stakeholders in the business.

Set in a fast-paced environment, the role requires the delivery of a variety of high-quality campaigns delivered to tight deadlines. You would be expected to work independently and as part of a group to achieve marketing targets across a range of online and offline channels, direct and out of home channels, and to deliver reports back into the business on performance.

It is an opportunity for a person with strong strategic marketing and data skills, with a keen eye for detail to make their mark in the thriving publishing industry.

**Responsibilities:**

- Detailed strategic planning of acquisition campaigns
- Assisting with budgeting, forecasting, and analysis of the subscription model
- Working with the Digital Marketing Manager to execute large-scale cross-channel campaigns such as our seasonal and annual Christmas subscriptions campaigns
- Managing those acquisition campaigns across varied platforms, including, but not limited to, Email, Direct Mail, in-paper, web, telemarketing, tube and podcasts
- Developing and executing testing schedules across campaigns and platforms, with accompanying analysis
- Managing relationships with third party marketing agencies
- Writing detailed marketing artwork briefs, with digital marketing manager, for print and digital subscriptions material
- Helping source and create promotional merchandise
- Working with the Retention Manager on strategy, analysis and to aid with the onboarding and retention of subscribers
- Seeking opportunities to work with relevant organisations, with the Digital Marketing Manager, on partnerships and contra deals
- Regular monitoring of campaigns' performance against budget, using LTV modelling, acquisition and retention reports, as well as quarterly model forecasts
- Thorough and regular reporting on activity and results

#### Skills and Experience:

- 3-4 years in a commercially focussed marketing role
- Proven experience in print and digital marketing
- Proficient in writing copy
- Excellent time management and organisational skills
- Ability to work autonomously, but also a strong team player
- Excellent verbal and written communication skills, with the ability to speak to various departments/contacts (editors, copywriters, PR companies, journalists, etc.)
- Meticulous attention to detail
- A creative & conceptual thinker, eager to provide new ideas
- Numerate and comfortable working with a large amount of data to analyse results

#### Core Benefits:

- Pension Scheme
- Private Medical Insurance & Health Cash Plan
- Life Assurance
- Group Income Protection
- 28 days annual leave
- Season ticket loan and cycle to work scheme
- 20% Discount at LRB Bookshop and events

The London Review of Books is an equal opportunity employer, committed to diversity and inclusiveness in the workplace.

#### **To apply please send your CV and a covering letter to:**

Laura Reeves

Head of Subscriptions

Email: [lreeves@lrb.co.uk](mailto:lreeves@lrb.co.uk)

Post: London Review of Books, 28 Little Russell Street, London WC1A 2HN

**Deadline for applications: 31<sup>st</sup> January 2025**