



## Position Profile

## Job Title: Marketing & Operations Specialist - CHINA

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|---------------|------|----------------|-------------|
| Department #: | 83   | Date Prepared: | August 2015 |
| Division:     | ACSI | Reviewed By:   | HR          |
| Prepared By:  | HR   | Approved By:   | HR          |

### Division Overview

ACS International, Ltd. (ACSI) is a wholly-owned subsidiary of the American Chemical Society. ACSI is comprised of representatives that serve the scientific community worldwide. Employees represent products and services provided by ACS divisions, including ACS Publications and Chemical Abstracts Service (SciFinder® and STN®) to the world's most important scientific companies, government organizations, global patent offices and academic institutions to promote research and discovery.

### Position Summary

This position is responsible for handling operational issues and customer service for CAS products/service. He/she will support Marketing & Operations Manager to implement marketing & operational strategies for the China region. This includes organizing events, arranging trade shows, using media and technology to promote company branding and provide customer support, etc.

### Position Accountabilities

1. Develops and implements a regional marketing strategy through market research and coordinating with sales team and Marketing Dept. in head office in order to market and promote CAS products and services and increase revenue.
2. Initiates marketing projects to enhance customer and government relationship and promoting CAS branding.
3. Conducts trade shows and conferences
4. Develops a direct presence in the region and build up additional channels for effective communication.
5. Support sales team on operational issues. Enhance customer communication and provide customer service.
6. Demonstrates proficiency in the following areas:
  - Product knowledge
  - Industry knowledge
  - Competitive knowledge
  - Strategic thinking and can initiate/implement marketing projects
7. Maintains liaison between customers and CAS to resolve technical issues and enhance customer support.
8. Maintains and reports customer information through the CAS channels and CRM system.
9. Gathers and communicates market information to CAS staff to enhance the product planning function.
10. Performs other duties as assigned.

### Education/Experience/Technological Knowledge

- Bachelor's Degree or equivalent in Chemistry or Science is preferred. Advanced degree is highly preferred.
- 5+ years of experience.
- Marketing and/or customer support experience.
- Experience with a publisher, software, and/or scientific area.
- Experience marketing chemistry-related products and/or information/intellectual property preferred.
- Strong communication and interpersonal skills.
- Demonstrated self-motivation and initiative.
- Ability to work independently.
- Ability to build relationships and influence others.
- Willing to travel 50-75% of the time in Mainland China.

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| Dimensions: | Reports To Title: | China General Manager | Budget Responsibility: | No |
|-------------|-------------------|-----------------------|------------------------|----|