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Directorate for General

Administration and Personnel•• AGP/P/VAC(90)52

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Personnel Division•••

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OFFICE CIRCULAR

Subject: Head of Marketing Division (Grade A5), Publications Service

- Closing date for applications: The closing date for applications is six weeks after the date of publication

Duties :

- Under the supervision of the Head of the Publications Service:

1. To direct and supervise the operations of the Division, setting and evaluating objectives of its Sections and assessing the performance of staff members. To supervise all aspects of sales and dissemination, including liaison and contracting with associated distributors and booksellers, inventories, subscription sales and fulfilment, sales accounts, management of the bookshop, free distribution lists.
2. To develop marketing strategies designed to expand sales of OECD publications (monographs, subscriptions, microfiches, floppy disks, magnetic tapes and other electronic publications) throughout the world, particularly by carrying out market and target audience studies. To prepare an annual marketing plan, covering advertising, direct mail, book exhibits, etc., and giving appropriate emphasis to the priority work of the Organisation.
3. To advise the Head of the Publications Service on problems relating to the publications programme (for example, trends in the world book trade; opportunities for co-publishing; copyright, pricing and free distribution policies, etc.).
4. To assist the Head of the Publications Service in evaluating the performance of associated distributors and booksellers in over 50 countries and in publicity campaigns. To explore possibilities of improving the sales network in close co-operation with the three Publications and Information Centres of OECD (Bonn, Tokyo, Washington). To recommend changes for increasing sales, both in volume and in value, and implement them once approved.
5. To draft policy-oriented documents for the Council Working Party on Information. To participate, as required, in other related activities of the Publications Service.

Principal qualifications:

1. Advanced university degree in an appropriate field.
2. Extensive professional experience at senior level of the publishing business, of international book markets, of subscription sales and of electronic-based publications. Experience in marketing and more particularly market research. Proven record in increasing the sales volume and value of publications.
3. Demonstrated ability to manage and motivate a staff of 30, to cope with administrative, financial and budgetary matters and to co-operate with Delegations and all levels of the Secretariat on matters of substance.
4. Proven ability to organise publications publicity campaigns and to draft and present sales reports and analytical, budgetary and statistical studies related to sales and dissemination of publications and their audience.
5. Good knowledge of both English and French and excellent drafting ability in at least one of these languages. Knowledge of other languages would be an advantage.

END-OF-TEXT