

**ORGANISATION FOR ECONOMIC
CO-OPERATION AND DEVELOPMENT**

UNCLASSIFIED

Paris, 15-Sep-1998

HUMAN RESOURCE MANAGEMENT

OLIS : 15-Sep-1998

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**Already published under
Ref. ADV(98)355**

OFFICE CIRCULAR

HEAD OF MARKETING UNIT, (GRADE A4), PUBLIC AFFAIRS AND COMMUNICATIONS DIRECTORATE

Closing date for applications: 13 october 1998

**The OECD is an equal opportunity employer
and encourages applications from female candidates**

Role

Under the supervision of the Director of the Public Affairs and Communications Directorate, the main responsibilities of the post-holder will be to optimise the marketing of printed and electronic OECD publications and to find ways and means of increasing the income from sales on all markets.

Main Duties

1. Draw up marketing strategies to increase world-wide sales of printed and electronic OECD publications and enhance the visibility of the Organisation's work. Draw up an annual marketing programme, focusing more specifically on advertising, direct mail-order sales, distributor sales, book fairs, etc., with an emphasis on flagship publications.
2. Advise the Director on problems raised by the programme of publications (e.g. global trends in book sales; drawing up a pricing policy).
3. Assess the performance of distributors and associated booksellers in over 50 countries, together with advertising campaigns. Study opportunities to enhance the sales network in close co-operation with the four OECD Centres world-wide. Recommend changes to improve the volume and value of sales and implement them once approved.

4. Launch marketing campaigns to promote major conferences or series of publications, co-ordinate them with the OECD Centres and national distributors, and produce different versions of catalogues for specific markets when necessary.
5. Supervise the updating and enhancement of the OECD Online Bookshop (organising information, etc.)
6. Manage the Marketing Unit team, supervise its operations and define its goals, including those of the various Centres. Motivate and provide continuous constructive feedback on performance to individual staff.

Principal Qualifications and Core Competences

1. Advanced university degree in the international marketing of information, or extensive (minimum 5 years) experience in an analogous position.
 2. In-depth knowledge of world-wide publishing and distribution markets.
 3. Sound experience of business management, budget and sales management, human resource management.
 4. Ability to perceive market needs.
 5. Ability to establish and maintain good working relations at all levels. Ability to manage and motivate staff in a multicultural environment.
 6. Excellent knowledge of one of the two official languages of the Organisation (English and French) and good knowledge of the other.
- N.B. The appointment may initially be made at the level immediately below if the qualifications and professional experience of the selected applicant correspond to that level; in this case, the duties and responsibilities assigned to the post will be adjusted accordingly.

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GENERAL INFORMATION ON VACANCIES AND APPLICATIONS

Who may apply: Posts in the Organisation are open to both male and female nationals of Member countries. External candidates must be less than 65 years old at the time of appointment.

Closing date: The date shown is that at which the selection procedures begin officially. Applications received later will be considered only on an exceptional basis.

Duration of appointment: A fixed-term appointment (usually for two or three years, with the possibility of renewal) will be offered.

Grade of appointment: Posts are normally filled at the grade indicated. Some posts, however, may be filled provisionally at the level immediately below if the qualifications and professional experience of the chosen candidate correspond to that level and if such a possibility has been indicated on the vacancy notice. In this case, the duties and responsibilities assigned will be adjusted accordingly.

Place of work: Unless otherwise stated, work will be carried out in Paris. However, for some posts, occasional travel may be required.

Duties: The duties mentioned are the main duties to be carried out at the time of appointment. They may be modified according to the work programme of the Service or with the introduction of new work methods and/or equipment.

Qualifications: The qualifications listed are those which are most important to the performance of the duties mentioned. Their sequence is not an indication of the relative importance attached to them.

Tests: For some posts, candidates may be required to take a written or oral examination. The result will be a factor in the selection.

Interviews: The best-qualified candidates will be called for interview. Candidates who are not native speakers of either of the two official languages will be assessed at interview in the official language of their choice -- unless the post in question requires an excellent or very good knowledge of both languages in which case all candidates will be required at interview to demonstrate competency in the two languages.

Final selection: The final selection will be made on the basis of the qualifications, experience and core competences mentioned in the Vacancy Notice and in comparison with those of the other candidates. Unsuccessful candidates will be notified not later than one month after the appointment procedure has been completed.

How to apply: Those who wish to apply for a post should send a detailed Curriculum Vitae (indicating the vacancy reference number) to Human Resource Management, accompanied by supporting documentation, such as titles of publications and/or copies of diplomas, as appropriate. Other than employment history and educational background your CV must include your nationality, sex and birthdate.

November 1997