

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

**UNCLASSIFIED**

**Paris, 20-Apr-99**

**HUMAN RESOURCE MANAGEMENT**

**OLIS : 20-Apr-1999**

**HRM/VAC(99)29**

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## **OFFICE CIRCULAR**

### **PROMOTION OFFICER (GRADE B4), MARKETING UNIT, PUBLIC AFFAIRS AND COMMUNICATION DIRECTORATE**

**Closing date for applications: 20May 1999**

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

#### **Role**

Under the direction of the Head of Marketing the main responsibility of the post-holder will be to develop and implement promotion plans and actions for subject-defined lists of publications (books, periodicals, electronic publications) with the objective of maximising awareness and sales among the target markets.

#### **Main Duties**

1. Initiate and execute effective, costed, promotion plans for subject-defined lists of OECD publications and product combinations in any form, printed and electronic. This requires close liaison with editorial, directorates and OECD Centres abroad in the context of the overall promotion plan and marketing strategy. Ensure that all Flagship titles are promoted in a timely and effective manner. Ensure that the promotion plans follow their timetables agreeing amendments as events change.
2. Write and develop with editorial and author directorates appropriate sales copy for use in promotion efforts. Work with suppliers (internal and external) to produce and despatch promotion materials in a timely manner.

3. Become expert in knowing how to reach end-users, librarians and other customers in a cost-effective manner (essentially through mailing list research and identification of web-based communities), and negotiating access to mailing lists, web-communities, listservs etc. as appropriate. Build strong, permanent lines of communication with targeted end-users and customers in our core markets.
4. Be responsible for ensuring that customers are informed in good time of developments to their purchases (e.g. next issue due to be published on the web; availability of supplementary material). Be responsible for writing annual subscription renewal letters.
5. Become knowledgeable about the publishing programme in each subject-defined list, be able to identify the unique selling points for each title and recognise the variety of information types presented. Take an active interest in the market environment relating to the postholder's publications list and know about the main competing titles from other publishers.
6. Be aware of industry relevant technical developments and be able to introduce new promotion techniques, especially with regards to those via the internet, as appropriate.
7. Work with the other marketing units (Catalogue & Online Bookshop; Bookshop; OECD Centres abroad), to ensure that the thematic list is properly presented in catalogues, the online bookshop, the bookshop and in OECD Centres' promotion activities.
8. When required, attend conferences or bookfairs, organising and staffing display stands as needed, using knowledge of the list to be able to present publications and respond to customers needs.
9. Prepare timely reports or parts of reports on promotion activities and meetings attended. In particular to provide reports on the results of each promotion campaign or event.
10. Establish and maintain regular contacts with author directorates, Editorial Policy Unit and the OECD Centres to determine subject-defined promotion plans. Provide advice as necessary to directorates, editorial and Centres on promotion matters. To represent the promotion unit where necessary in meetings with directorates, editorial and Centres.
11. Participate in and contribute, whenever necessary, to other activities included in the Programme of work of the Directorate and the Organisation in general, that require promotion skills.

### **Principal Qualifications and Core Competencies**

1. Secondary level of education, preferably post-secondary in business studies, ideally with a specialisation in marketing.
2. Practical experience of STM (Scientific, Technical and Medical) and/or Inter-governmental Organisation publishing, and of direct mail/internet promotion.
3. Ability to work quickly and accurately and with minimum supervision.
4. Sense of organisation, good communication skills and ability to work as a member of a multinational team;
5. Excellent ability to speak and write in English; working knowledge of French. Knowledge of other languages of Member countries would be an advantage

- 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.

## GENERAL INFORMATION ON VACANCIES AND APPLICATIONS

**Who may apply:** Posts in the Organisation are open to nationals of Member countries only. External candidates must be less than 65 years old at the time of appointment. We encourage applications from female candidates.

**Principal Qualifications and Core Competencies:** The qualifications and core competencies listed are those which are most important to the performance of the duties mentioned. Since the criteria outlined in the job description are strictly applied, only candidates meeting the requirements of the post should apply.

**Closing date:** Applications must be submitted by this date. Applications received after this date will be considered on a very exceptional basis only.

**How to apply:** (applications *must* include the vacancy reference number, nationality, sex, and date of birth)  
Choose *one* of the following methods only:

1. Recruitment information and online application form available from our web-site; or
2. Email your CV, cover letter and any supporting documentation\*; or
3. Fax or send your detailed CV to Human Resource Management, accompanied by any supporting documentation\*.

\* E.g. list of publications where appropriate. NB. Copies of diplomas, qualifications etc are *not* required at this stage.

**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, i.e. English or French, will be assessed at interview in either language of their choice – unless the post in question requires an excellent or very good knowledge of both English and French in which case all candidates will be required at interview to demonstrate competency in both.

**Not-shortlisted candidates:** The Organisation regrets that due to the large number of applications received, candidates who are not shortlisted for either interviews or tests will not be contacted.

**Final selection:** The final selection will be made on the basis of the qualifications, experience and core competencies mentioned in the Vacancy Notice and in comparison with those of the other candidates. Shortlisted candidates will be informed by telephone as quickly as possible of the outcome of their interview and will subsequently receive written confirmation of this from OECD Human Resource Management.

**Duration of appointment:** All appointments are for a fixed term, usually for two or three years, with the possibility of renewal.

**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 the place of work is Paris. 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.