

Mini-profile:

a day in the life of a marketing director



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I live very close to the Wiley-Blackwell office in East Oxford so am able to walk up the road and through a park to get to the office each day. It's especially nice at the moment with the leaves turning and the conker trees abundant. Living so close to the office is a real luxury compared to the long commutes I often read about in this column.

There's a great deal of variety in my role as Director of Library and Institutional Marketing and it's this range of activities that gets me going every morning and keeps the role so interesting. I have the opportunity to work with all sorts of internal colleagues and external customers, on all of our online product types (journals, books, reference works, databases), across all subject areas (from anthropology to zoology), in all geographical regions and across all sectors. Sometimes I'm able to focus on the big strategic ideas, such as how we position our Online Books during their ten-year anniversary, while other times I might be proof-reading a simple ad. This means that, like many

other contributors to this column, a 'typical' day is typically atypical, but I'll attempt an amalgam of what, for me, makes up the best type of (working) day.

Ideally this begins, as it often does, with a cup of tea being delivered by one of my colleagues in our market research and analysis team, with whom I sit in our open plan and very modern office space. Not only are they talented deliverers of spreadsheets, pivot tables and thoughtful analyses of sales, circulation, bibliometric and usage data, but they also make a lovely cup of tea.

This is much appreciated as I dive into my first conference call with colleagues in Singapore, with headset on (we call it the 'Madonna' look) and the overnight e-mails in front of me. Calls like these, which happen twice a month, are an opportunity to hear about any current issues affecting our Asian customers and institutional sales team, most of whom are based in-country and are supported by marketing colleagues in Singapore. It's always

interesting and often exhilarating to hear about the activities underway in this fast-developing region. Having grown up in Hong Kong and travelled in Asia a great deal, it's also a region close to my heart. I provide what input I can on current topics, such as a suggested emphasis for the presentation they're preparing for the KESLI librarian seminar in Korea, any additional resources that can be provided for an editorial summit in Malaysia, and what methods we can further employ to help drive up awareness and usage of online journals in China – something that is already growing exponentially but, as with most things concerning China, there is high expectation of more to come.

As well as being daily grateful for my proximity to the office, I'm also regularly reminded of how lucky it is to be based on Greenwich Mean Time – thank you, British Empire! Once a month, at lunchtime for me, I host a conference call which brings together these colleagues in Singapore, where it is 7.30pm, and those in Hoboken, NJ, where it is 7.30am. Working in such an international organization as Wiley with colleagues East and West, it's especially convenient to be based in the UK time zone. Still, there is general consensus amongst all of us that the value of having real-time three-way conversations outweighs the occasional inconvenience of early starts and late ends. It certainly saves on a lot of e-mail too. Having said that, the very best outcomes result from the face-to-face meetings we're able to have in various locations around the world at different points in the year. I've been fortunate to be able to visit many of our offices over the past few years, as well as seeing people on travels at conferences and seminars, and in my view it is this international

Emily Gillingham with Ginny Hendricks from Ardent Marketing and Nancy Buckley from Burgundy Information Services at the always enjoyable UKSG conference dinner



nature of scholarly publishing that makes it so enjoyable.

I then take the time to go through my e-mail inbox. I don't know how others manage the enormous quantity that seems to come in all of the time, but I try to just recognize and accept that I'm not going to get through it all, but will do my best to get to the priorities and to what looks interesting, and if I miss anything else that I should have caught, it will most probably be resent anyway!

I'll also go through my daily ritual of checking the listservs, such as UKSG's lis-e-resources, liblicense, and serialst, to see what's being talked about, what's hot, and what's not! If any questions about Wiley-Blackwell emerge then I'll swing into action and work behind the scenes to delve into the issues and formulate a response, ideally for posting to the listserv the same day. If it's just comments which don't require a response but which we should take note of, then I'll pass them around to the appropriate people internally. I also now make time to check our Facebook site and Twitter feed every day to see whether there's anything I need to pick up on and to see what else is going on in the industry. All these new communications channels offer great benefits in terms of ways to reach people and develop relationships with customers, but they do also require new ways of thinking about marketing, and how best to use them is really still evolving.

I'll also take a moment to check in on any current issues with our recently launched service, *Wiley Online Library*. I have to admit that the days in my life leading up to the launch were very different from the days since. Thankfully, the intense focus on making sure all of the specifications were in place, testing was done, text was written and supporting information produced, paid off in the most part and we can now move on to develop the site. As with all big launches, there were some initial glitches but in general we've been happy with the site itself and with the communications plan, the part I was mainly responsible for.

The mornings are also an opportunity, before the US 'wakes up', to take time to prepare for future meetings, such as our Library Advisory Board meeting which I manage and which is coming up soon. I really enjoy these gatherings because they're a chance to talk directly with librarians, and we have interesting and often candid discussions about scholarly communications now and in

the future. Plus, they're a great bunch of people! The next meeting should be especially good as we have several new delegates, including from as far afield as the US, France, Germany, Australia, Egypt, Saudi Arabia and Uganda.

At lunchtime I will normally grab a soup and a salad from our canteen – a consistently high performing department in the company. Ideally, I'd sit down and take a break, but more often than not I take my lunch back to my desk, sometimes eating it during the first of the conference calls which usually start from around 1pm.

My turn to make the tea, which I'll gladly do as I like the whole ritual, as well as the distraction. On a good day, if I'm lucky, the market research team will also supply the biscuits, so really a very good group to sit with.

At around 3 o'clock I'll take my cup and go into one of our meeting rooms for a video conference call with our US-based institutional marketing colleagues. Again, it's a chance for the team to update each other on current projects, such as new title launches, special offers they are working on, e-mail campaigns, conferences, or website developments. There's often lively discussion about how best to deliver our messages and to get the timing and the communications right, particularly in a way that works for all our different communities. A lot of work is going on at the moment to develop a new suite of marketing collateral in multiple languages (13 at the last count!) to support *Wiley Online Library* and our online products, so trying to simplify the language ready for translation and making sure it's consistent with what's on our website and in our newsletter is a critical task. The video conferencing aspect also has the tendency to add an element of comedy to the proceedings. I'm not sure why, but seeing yourself and friends on TV is somewhat distracting and takes a bit of getting used to!

My final meeting of the day is with one of the external committees I'm involved in, and the one

closest to my heart, Research4Life. I'm on the Executive Committee and also the Marketing and PR Committees, and have been for several years. My first degree was in Development Studies and at that time my first-choice career was to work in a development agency, so participation in this group is a significant way for me to 'keep my hand in'. As well as the philanthropic value of the project, providing access to research in the poorest countries, it's just also always very fulfilling to work with others from other publishing companies, libraries, and UN agencies all with a common goal for the common good. It's a project I'm certainly going to miss during my impending break from work ...

... as, by the time this issue of *Serials* 'hits the shelves', my daily life will have changed radically. I am due to have my first child in November, so all of the above will have been put on hold for a while, apart from perhaps the tea making!

