

Library Research Coordinator

Marketing & Sales Group

Position #50416211 (STAFF SPECIALIST)

Duke University Press is looking for a Library Research Coordinator who can use data to identify trends, patterns and success of team efforts to recommend future opportunities for product development, price modeling, report building and sales prospecting, with the goal of supporting & increasing revenues. This position will also help drive the visibility of our databases in library and online systems through active preparation and sharing of key metadata.

This position requires someone with a solid background in sales concepts, data infrastructure and intensive data mining, using both Excel and reporting software. The position will analyze and communicate results and evidence-based recommendations to staff across the Press. The ideal candidate also will have exceptional organizational. Strong experience in Microsoft Excel, reporting software programs such as Crystal Reports, and sales tracking systems such as Microsoft CRM is preferred. Experience with the academic library market, including familiarity with digital resources, library systems and standards preferred.

This position is listed with the University as Job code 83, Job Level 09, Job Family 03 and Job Title of Staff Specialist.

I. Reporting, Data Analysis, Recommendation and Presentation

A. Current customer data (including sales and usage)

- Gather requirements, design, create and implement reports in collaboration with Press IT staff and utilizing Press databases, including the fulfillment system, sales system and online content vendors
- Collaborate with internal Customer Relations team regarding data infrastructure and anomalies; determine and implement workflow solutions
- Work closely with management to prioritize business and information needs; provide data expertise to divisional and Press-wide committees or working groups
- Communicate analysis and findings in comprehensive, understandable presentations to provide insight and inform business decisions and strategies

B. New business prospecting

- Identify new institution and consortium customers, utilizing gap analysis in current holdings and third-party databases; identify and recommend current customers for potential upselling of additional products
- Work with Press marketing staff to identify prospective customers based on specific market or discipline
- Remain abreast of industry sales trends in academic publishing; recommend new sources of data to sales and marketing teams
- Manage prospect list preparation including delegation to the Library & Digital Access Coordinator for new sales campaigns
- Contribute to product and price modeling as needed

C. Marketing Data and Analysis

- Measure success of team efforts, utilizing various marketing metrics
- Present analysis and serve as a point-person on internal Press teams to refine and revise marketing programs

II. Infrastructure and Metadata

A. Sales Database System

- Maintain and develop infrastructure for use by internal teams; manage functionality and enhancements necessary for the system
- Oversee and implement training and documentation on upgraded and/or new technology and software for internal teams

- Collaborate with internal IT team for needed upgrades or new software and technology for sales system
- With support from internal IT team and/or outside vendors, serve as product manager for sales system enhancements and bug fixes
- Management of data integrity of information maintained within the sales system

B. Metadata Integration with Discovery Services

- Analyze industry metadata trends and data entry trends to identify changes in industry standards and recommend best practices
- Engage with Press staff, academic librarians, industry standards and third-party suppliers in order to ensure that our web products are optimally integrated with discovery services, library systems and academic workflows
- Coordinate with internal production and digital systems and strategies teams to ensure accurate delivery of metadata to institutional partners and third party vendors
- Actively seek new partnerships in order to increase discoverability of DUP content

III. Other General Job Duties

- A. Represent Press at trade and professional meetings
- B. Establish, maintain, and develop relationships with institutional and consortium customers and sales agents
- C. Serve on Press-wide or divisional committees as needed

Education/Training:

Work requires knowledge of basic mathematical, research and communications principles normally acquired through two years of postsecondary education.

Preferred Skills:

- A. Advanced Excel
- B. Proficiency with MS Office (Word, PowerPoint)
- C. Database experience (sales database such as Microsoft CRM preferred)
- D. Reporting software (Crystal Reports preferred)
- E. Project Management experience and excellent organizational skills
- F. Interpersonal and teamwork skills
- G. Experience with academic library systems

Experience:

Work generally requires four years of clerical or research experience to acquire strong skills in administrative or project research responsibilities as well as accepted office management, communications and research practices. A bachelor's degree in a field of study directly related to the specific position may be substituted for the education and two years of the experience requirement. OR AN EQUIVALENT COMBINATION OF RELEVANT EDUCATION AND/OR EXPERIENCE.