

Marketing Manager for The European Library

Interested in working in an international team, based in The Netherlands? Do you have marketing experience in the cultural, educational or publishing sectors?

The European Library has been the online gateway to Europe's national libraries since 2005. We are now joining forces with Europe's academic libraries to provide the highest-quality content and services to research communities, particularly in the humanities and social sciences. We enjoy a close relationship with Europeana, a major initiative funded by the European Commission.

You must be a qualified marketer, with several years of relevant experience. You will be responsible for The European Library's marketing strategy and will lead the implementation of our current marketing communications plans. You will manage our marketing and promotional activities and represent The European Library at relevant conferences, meetings and other events. You will play a key role in managing relationships with our libraries networks. You will measure the impact of what we do through a set of key indicators.

Profile

Skills

- Essential: Qualification in marketing or a related subject
- Essential: At least 3 years experience of marketing within a relevant sector (culture, education, publishing)
- Essential: Outstanding level of spoken and written English

Competencies

- Problem-solving
- Leadership and initiative
- Commitment and energy
- Team working

Interests

- Enthusiasm for our sector – culture, creative industries, publishing or education
- An interest in e-research, the digital humanities and e-social sciences
- Willingness to travel

Host Organisation

The *Koninklijke Bibliotheek (KB)*, the National Library of the Netherlands, gives everyone access to the knowledge and culture of the past and the present by providing high-quality services for research, study and cultural experience. The collection gives access to the 'living memory' of written, printed and electronic publications. The KB also initiates and undertakes innovative research projects in the field of digital technologies, web services and the preservation of written, printed and digital Dutch heritage.

The European Library

Launched in March 2005, The European Library is a free service that offers a single point of access to the bibliographical and digital collections of the National Libraries of Europe. It is a service of the Conference of European National Librarians (CENL) and is hosted in the Research and Development Department of the National Library of The Netherlands in The Hague. 48 national libraries in Europe have included their collections in The European Library. In 2012, we will be incorporating data from Europe's major research and university libraries. With the development of *Europeana*, the cross-domain portal for Europe's cultural and scientific heritage, The European Library has become the library-domain aggregator for *Europeana*.

Terms and conditions of employment

According to the [Collective Labour Agreement](#), the salary scale indicated for the Marketing Manager post is scale 10 or 11, with a maximum of €3766 gross per month (Scale 10) or €4395 (Scale 11), on the basis of a 40-hour week. For Scale 11, you must have significant relevant experience (at least 5 years). You will be entitled to 42 days holiday per year plus holiday pay (8% paid in May) and an annual bonus (8.33% paid in December). An annual travel card, the opportunity to learn Dutch, discounted health insurance and the possibility of a relocation allowance are additional benefits.

This position is to 1st January 2013 in the first instance. The contract will be renewed, subject to suitable performance and availability of funding. The contract is for a maximum of 40 hours a week, based at The National Library of the Netherlands in The Hague, The Netherlands. However, part-time flexible arrangements may also be possible.

How to apply

For questions about the job please email Louise Edwards, Director (louise.edwards@kb.nl). Please send your CV and application letter to the [KB applications mailbox](#) (solliciteren@kb.nl) for the attention of Louise Edwards with job number 2011089 in the subject line.

Final acceptance date for applications: **30th January 2012 at 12:00 CET**
First telephone interviews will be held during the week beginning **6th February 2012**