



UVa

ELT Publishing

Gloria Vivanco

Marketing Manager
Southern Mediterranean

May 2015, Valladolid



Diapositiva 1

- 2 n=? can we commission something
Liz Tudball;
- 1 suggest replace slide with one next
Liz Tudball;

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Gloria Vivanco

Marketing Manager Southern Mediterranean at Pearson
 Pearson • ESIC: Business & Marketing School
 Madrid Area, Spain • 500+

Experienced Marketing Manager with a demonstrated history of working in the education management industry. Skilled in Management, Marketing, Marketing Strategy, Social Media, and Publications. Strong marketing... [See more](#)

All-Star profile

30 Who's viewed your profile

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Strengthen your profile

Let's complete your info for 101 School
 This will help us find classmates and alumni you may know

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Visit the careers page for Pearson

Gloria, keep up with relevant opportunities at Pearson

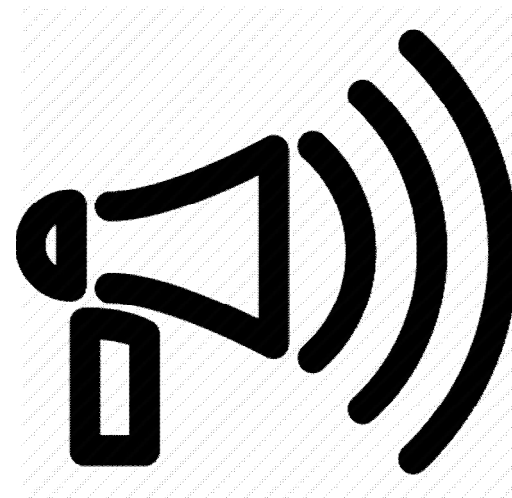
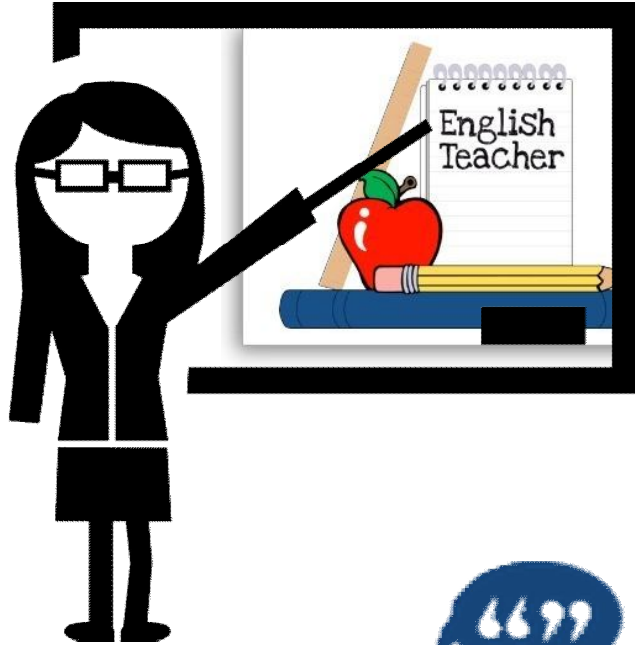
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 Gloria's Profile, Email, and Twitter
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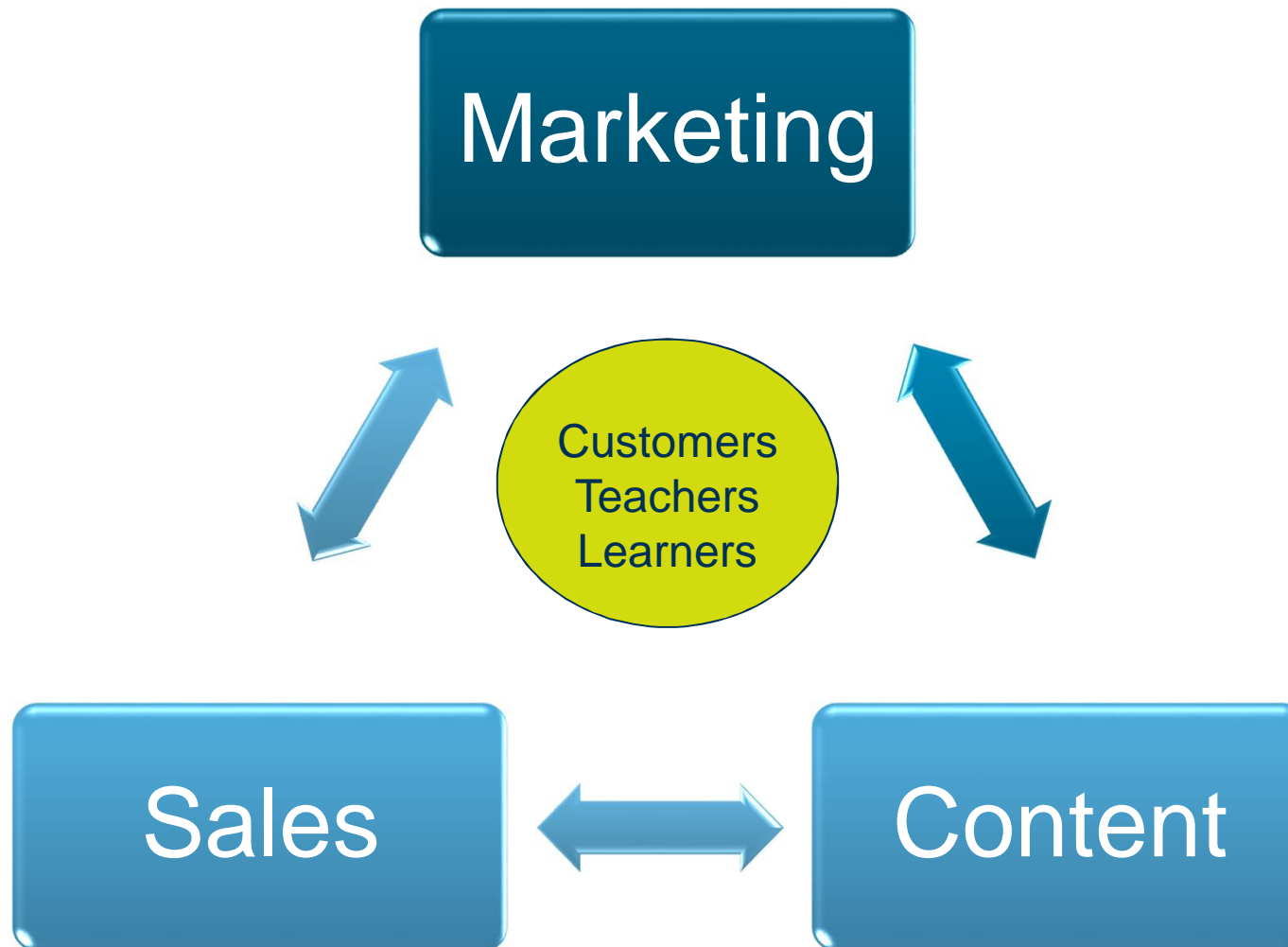
My Professional Career





Organization & Structure

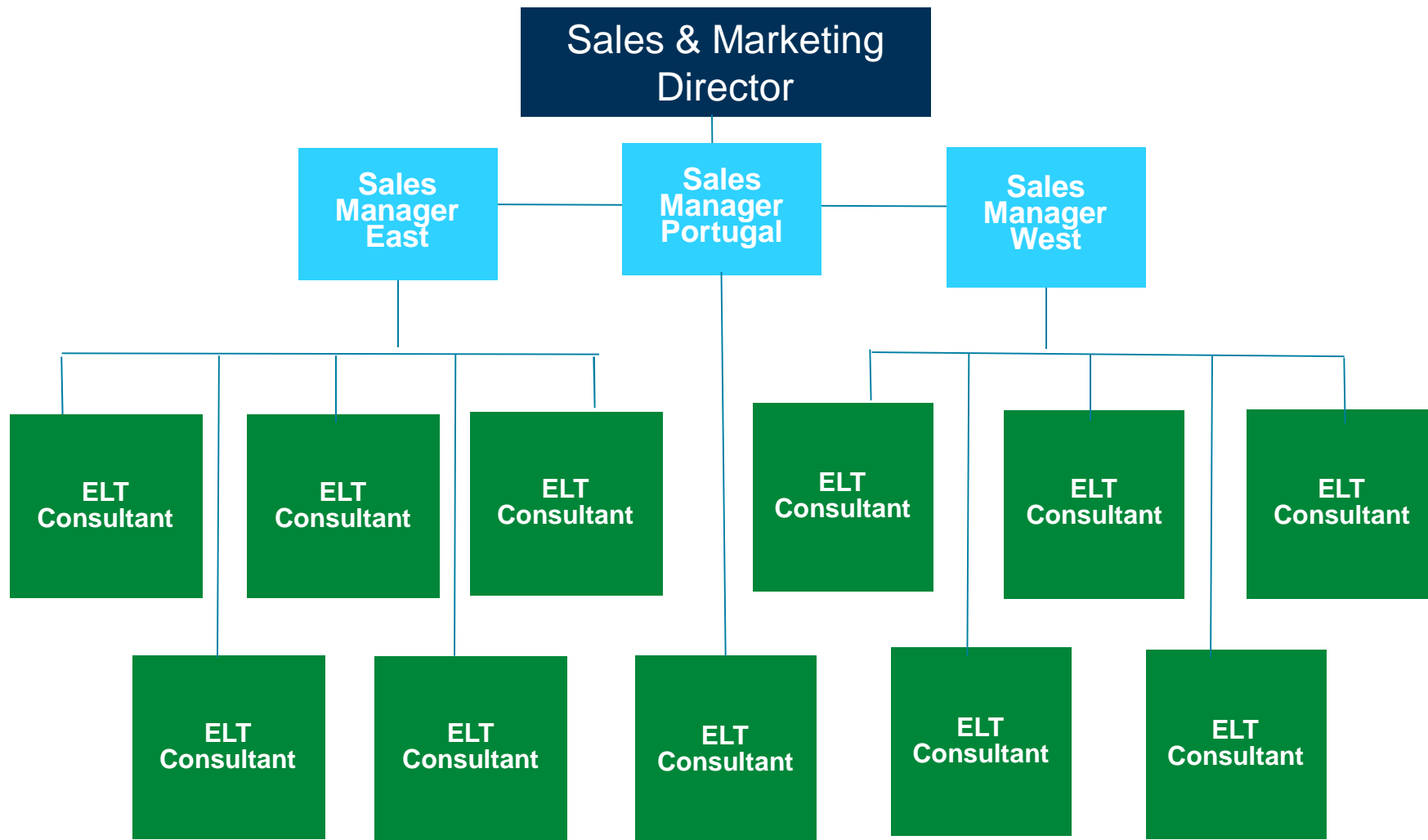
Areas of interest in ELT Publishing



The background of the slide is a vibrant yellow, covered in a dense, repeating pattern of stylized smiley faces. Each smiley face is composed of a blue or green curved line for the mouth and two small dots for eyes, all in the same color as the mouth. The pattern is scattered across the entire slide, creating a cheerful and energetic atmosphere.

Sales Roles

Sales Department Spain & Portugal



Sales Department Spain & Portugal

ELT Consultant

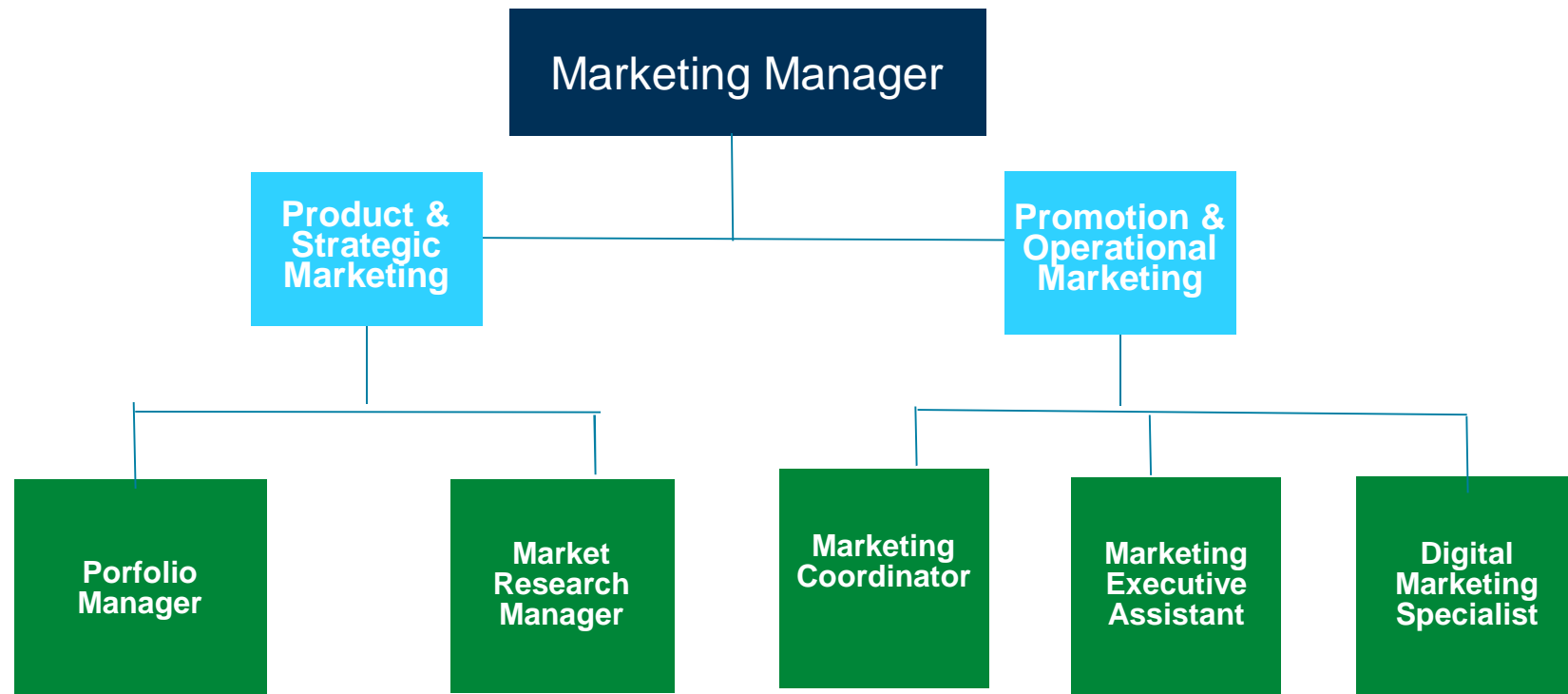
- We are seeking a motivated and confident professional to drive and maximize sales of our education solutions for the ELT sector.
- The position requires optimal sales promotion of Pearson ELT capabilities, products and services across Spain, and the ability to integrate related Pearson products sold through similar channels to the same institutional customer base.
- The role will encompass working closely with the Spanish Sales Team and providing specialist ELT support, **including in depth knowledge of all key courses** from a teacher viewpoint in the context of the Spanish Schools environment.
- The role will also provide a **link in to future ELT content development** through market research, analysis, product development, and marketing campaigns feedback.
- He or she **will be responsible for developing and maintaining key ELT contacts** and building relationships with the ELT education community and assisting the Content team with the identification of potential authors, consultants, and reviewers.
- The position **involves travel** within the assigned territory to maximize ELT sales with the defined Geographical team, and ensure optimum information flow between sales, marketing and content development.

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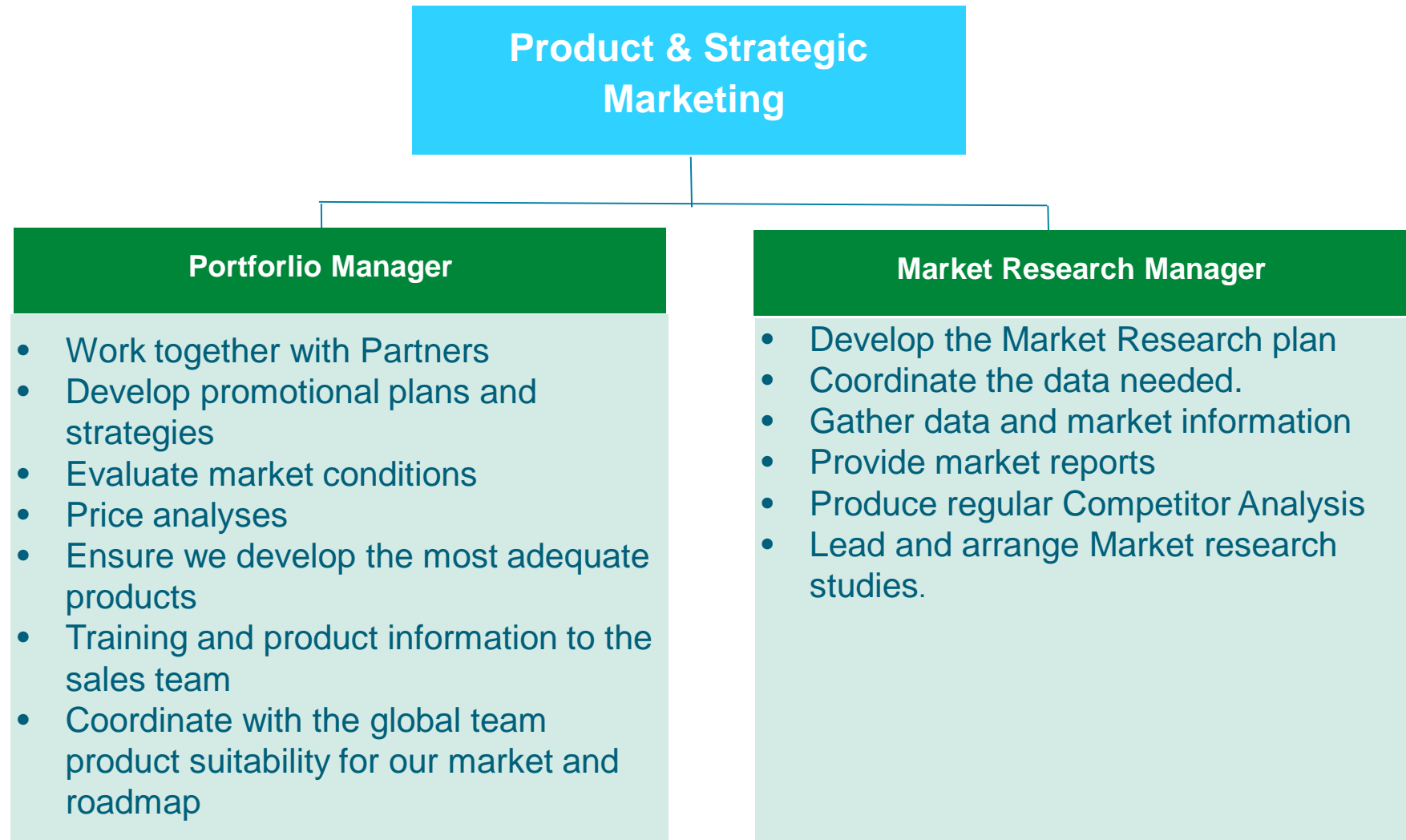


Marketing Roles

Marketing Department Southern Mediterranean



Marketing Department Southern Mediterranean



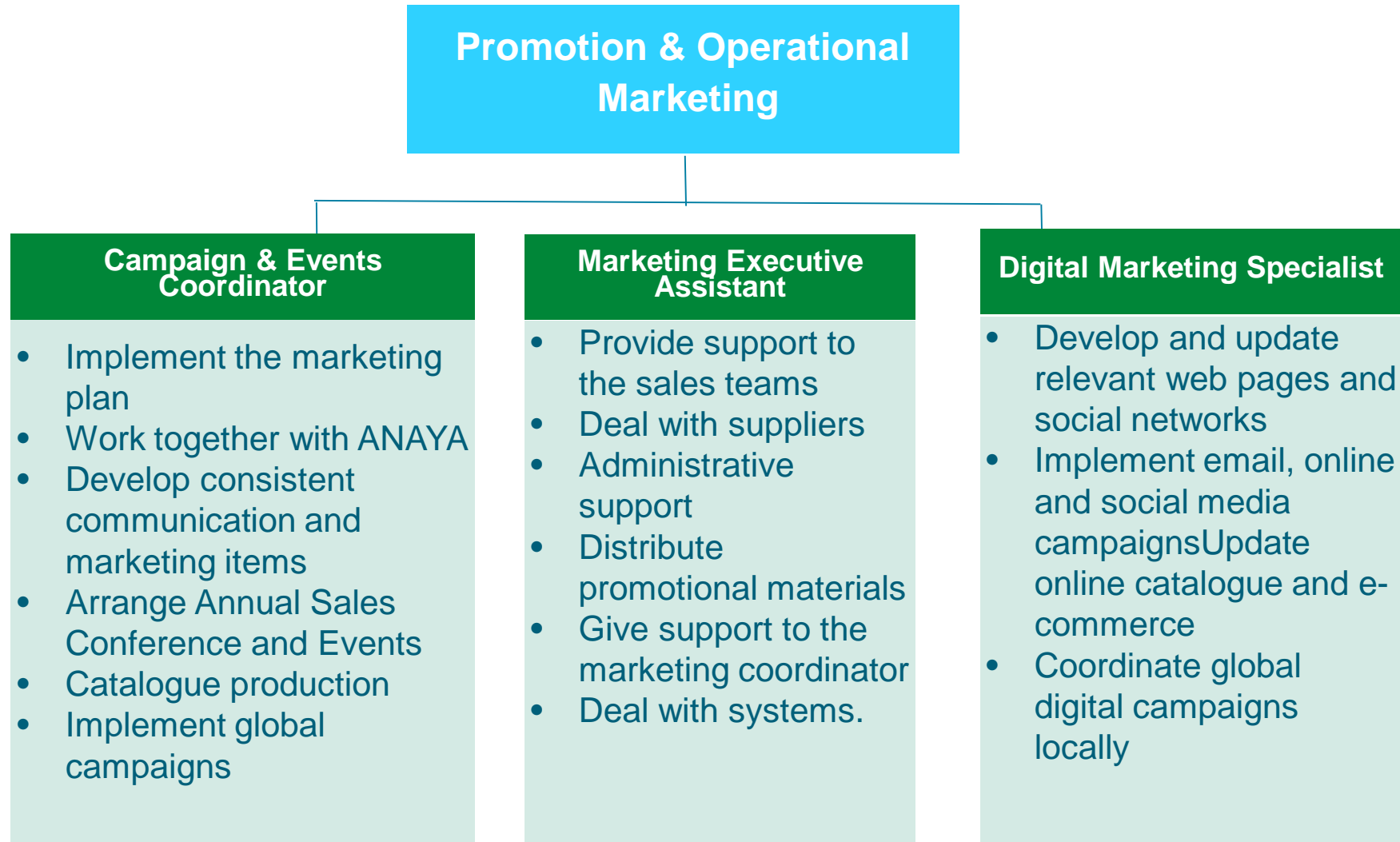
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Pearson

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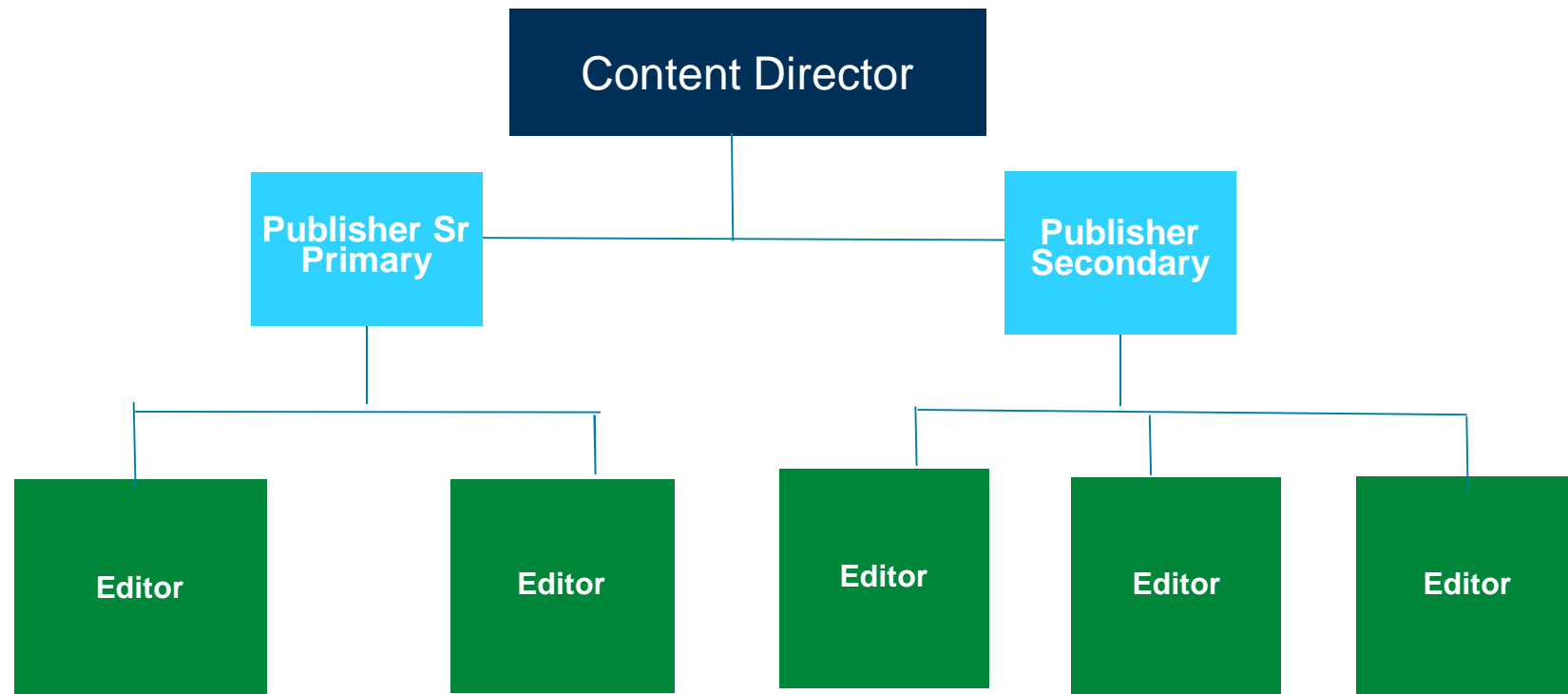
Marketing Department Southern Mediterranean





Content Roles

Content Department Spain



Sales Department Spain & Portugal

Editor

- The person will be responsible for carrying out and coordinate editorial tasks on ELT print and digital components and to maintain schedules in liaison with Production and Design colleagues, under the supervision of the Publisher.

Core Tasks And Responsibilities

- Lead and manage the content creation for a component
- Maintain schedules for assigned projects, liaising closely with Production and Design
- Liaise with external editorial freelancers as necessary
- Copyedit and proofread print and digital components

Key relationships

- Excellent interpersonal skills and experience of working as part of a team
- Reports to Publisher and works alongside Design and Product Coordination to ensure schedules are met and quality and usability of product is maintained
- Works with external suppliers to ensure all requirements and deadlines are met
- Collaborates with peers and colleagues on assigned tasks as required by Publisher

Essential Qualifications

- Degree in linguistics, foreign language, or related field or qualification in teaching English as a second/foreign language (Certificate or Diploma in TEFL or TESOL)
- Publishing/Editorial and teaching experience
- Excellent written and verbal communication skills in both English and Spanish, at least to C1 level.

<https://www.infojobs.net/madrid/elt-editor/of-ieb6443a56f483cbdfad3e2c88a050a>

<https://www.linkedin.com/jobs/view/328467700/>



Thank you

ALWAYS LEARNING