

IVP Intern – Go-to-Market

Position Description

Supervised by: Various IVP Staff
Supervises: None
Status: Non-exempt
Location: InterVarsity Press (Westmont, IL) and/or Remote

To advance the purpose of InterVarsity Press, this position will participate in an internship with the IVP Go to Market teams to learn about and gain experience in marketing, selling, and publicizing books. This position will also contribute to the fulfillment of tasks to further a variety of departmental goals.

MAJOR RESPONSIBILITIES

Personal:

- Be a maturing disciple of Jesus Christ: growing in love for God, God's Word, God's people of every ethnicity and culture, and God's purposes in the world

Assist with assigned projects, depending upon departmental assignment. Some examples for this Go-to-Market internship may be:

- Research and plan a marketing and publicity strategy for an assigned title
- Write publicity pieces for assigned title
- Pull custom excerpts from an assigned title for targeted audiences
- Conduct market research into GenZ social media tendencies
- Assist in developing social media content
- Research social media content ideas and influencers
- Craft pitch proposals to targeted media outlets
- Proof marketing/publicity copy
- Write a press release
- Research conferences and marketing for readers of color

QUALIFICATIONS

- Annually affirm InterVarsity's Statement of Faith
- High school degree and enrolled in an undergraduate program
- Effective oral and written communication skills
- Ability to maintain accurate records and files
- Ability to take charge of tasks and work independently without close supervision
- Ability to develop procedures for doing work
- Ability to work under the pressure of deadlines
- Open to learn new concepts, methods and skills
- A working knowledge of current Microsoft software applications (Word, Access, Excel, and PowerPoint) is preferred
- Comfort with Internet applications and learning new online tools as needed
- Demonstrated ability and commitment to work in a diverse team environment

External Candidates: Please see instructions at ivpress.com/jobs-and-internships to complete your online application and send your resume and cover letter to ivpcareers@ivpress.com.

For Internal Candidates Only: Please download and complete the Internal Application Form and also send your resume to ivpcareers@ivpress.com

InterVarsity Christian Fellowship/USA

Frame of Reference

All staff members subscribe annually to the Purpose Statement of InterVarsity:

In response to God's love, grace and truth:
The purpose of InterVarsity Christian Fellowship/USA is
to establish and advance at colleges and universities
witnessing communities of students and faculty
who follow Jesus as Savior and Lord:
growing in love for God,
God's Word,
God's people of every ethnicity and culture
and God's purposes in the world.

This purpose is admittedly more limited than the Great Commission. As a mission extension of the local church, we have adopted boundaries on our activities based on our call to serve a defined group of God's people. Within the context of InterVarsity's purpose, all of the relationships and tasks that staff members engage in as part of their work for InterVarsity have both eternal and temporal components.

Values:

InterVarsity is committed to developing men and women from diverse cultures, backgrounds, and generations, whom God calls to work with us for both shorter and longer periods of service, as we pursue the call of God in the university world.

Maturing Disciple of Jesus Christ:

Every InterVarsity staff member is to be a maturing disciple of the Lord Jesus Christ, growing in obedience to the Scriptures. The marks of a long-term love relationship with Christ in the fullness of His Spirit are described in Galatians 5:22: "The fruit of the Spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control." In the workplace, this fruit is revealed in healthy working relationships which encourage all staff to accomplish their work and enhance their focus on the spiritual aspects of their work.

Teamwork:

Each individual staff person is a vital member of Christ's body. This means that we will work with one another in ways that honor and encourage all to grow in Christ while accomplishing His work. Our community requires that each individual serve as a team member in a collegial and open environment based on values, relationships, and vision as well as structure and position.

InterVarsity staff, both employees and volunteers, commit to serve God and all InterVarsity colleagues, students, and partners, with sensitivity to both the eternal and temporal dimensions of our work. "Whatever your task, work heartily, as serving the Lord." (Colossians 3:23a)