

Marketing Manager I (Part-time)

Marketing and Sales Department

Position Description

Supervised by: Director of Marketing

Supervises: none

Status: Exempt

Location: IVP Headquarters in Westmont (with hybrid work by arrangement) preferred

Part-time: Approximately 20 hours per week

PURPOSE

To advance the purpose of InterVarsity Press, this position manages and supports the effective coordination, promotion, advertising, and marketing of IVP general book titles.

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

Provide marketing strategies for titles by:

- Identifying key audience and hook and core marketing strategy for each title assigned
- Creating strategic and cost-effective marketing plans for a variety of titles per season as assigned by the Director of Marketing
- Developing collaborative relationships between IVP and authors (their organizations and networks) to ensure synergistic marketing efforts between the two
- Initiate advertisements, flyers, brochures and other marketing collateral in support of each title and author
- Fostering healthy collaboration with additional teams at IVP in ways that elevate awareness and potential sales of titles
- Develop a strong working relationship with external marketing agencies and collaborate with them on select projects to ensure promotion for titles IVP has contracted with them
- Evaluating marketing strategies based on sales and costs for each title
- Working in conjunction with the Director of Marketing, present title marketing strategy to sales team at IVP's Internal Sales Conference events

Coach, equip, encourage, and partner with authors by:

- Coaching authors on the effective elements of the product launch process and the respective roles of author, publisher and launch team
- Participating in the author training and collaboration webinars and developing new content, as marketplace needs, and innovations change
- Providing exceptional communications and guidance both prior to and after launch
- Ensuring a collaborative spirit is fostered between the marketing team and IVP authors

Author Relations and Communication:

- Serve as the primary face and voice of marketing to the authors for assigned titles.
- Coordinate and lead author meetings at IVP.
- Ensure that authors are updated regularly with marketing efforts.
- Manage author requests and execute as much as possible as dictated by budget and guidance from Director of Marketing.

- Develop event marketing strategy to promote and support IVP authors, including identifying key events and regularly recommending our authors to event planners

Promote titles to key audiences through conferences by:

- Attending conferences such as, but not limited to, Christian Community Development Association, Justice Conference, and Book Expo
- Serving as the event manager responsible for strategy and promotion for various events assigned by the Director of Marketing
- Participating and representing IVP regarding author engagement, sales, and networking
- Researching new events that IVP might sponsor and recommending for consideration as sponsor/exhibitor

This Marketing Manager position will have a focus on expanding relationships with additional authors and audiences. The primary aim will be to expand IVP's market channels with African American churches, organizations, and communities and build relational capital with key influencers and vendors in those communities.

QUALIFICATIONS

Annually affirm InterVarsity's Statement of Faith

- Is a maturing disciple of Jesus Christ
- A person of prayer and bible study
- A regular participant in a local church
- Maintains healthy relationships with colleagues and family

Effective oral and written communication skills

- Ability to achieve and maintain a high level of knowledge regarding InterVarsity Press products, services, policies, programs and procedures
- Prudence with confidential information

Demonstrated ability and commitment to work in a diverse team environment

- Flexibility to travel 10-15% for conferences and sales appointments as needed
- Flexibility to attend Urbana Student Missions Conference every six years, Dec. 26-Jan.1, and National Staff Conference every three years (the year after Urbana), approximately Jan. 3-8.

EXPERIENCE AND EDUCATIONAL REQUIREMENTS

- Minimum of 5 successful years of publishing experience (strong preference for Christian publishing) (Marketing Manager) – experience level will vary depending on level posted
- Knowledge of and interest in academic/thoughtful Christian books
- Familiarity with K-12/Higher Education a plus
- Bachelor's degree and 2-3 years' experience or background in marketing, online communications, or a field relevant to IVP's core publishing program preferred (dependent on level of position)
- Master's degree advantageous

Associate Marketing Manager - Level 6, Exempt

The Associate Marketing Manager is responsible for all the duties listed above and is preferred to have at least 2 years of experience working in a marketing/communications field but may be a new graduate with no experience.

Marketing Manager I - Level 7, Exempt

The Marketing Manager I is responsible for all the duties listed above and will be involved in the publishing committee, contributing to strategy decisions, and some project management. A Marketing Manager I typically will have at least 4 years of marketing related experience.

Marketing Manager II - Level 8, Exempt

The Marketing Manager II, in addition to the qualifications listed above, must have at least 6 years of experience in advertising, customer/author relations and digital marketing experience, a demonstrated ability to train and mentor team members, and must demonstrate expertise in creativity and personal initiative as well as teamwork and collaboration. The Marketing Manager II may assist the Director of Marketing in developing brand awareness campaigns, developing strategic partnerships, and potentially lead projects and processes as assigned.

Senior Marketing Manager - Level 9, Exempt

The Senior Marketing Manager, in addition to the qualifications listed above, must have at least 8 years of experience in advertising, customer/author relations and digital marketing, at least two years of experience training and mentoring team members, and must demonstrate expertise in creativity and personal initiative as well as teamwork and collaboration. The Senior Marketing Manager will assist the Director of Marketing in developing new marketing initiatives, leading team meetings and leading key backlist product campaigns for bestselling titles.

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)