

INTERVARSITY PRESS

JOB POSTING

Position Description

FRAMEWORK: Purpose of InterVarsity Press

**As an extension of InterVarsity Christian Fellowship/USA,
InterVarsity Press serves those in the university, the church and the world,
By publishing resources that equip and encourage people
To follow Jesus as Savior and Lord in all of life.**

JOB TITLE: Sales and Publicity Assistant for SPCK and IVP-UK

Supervised by: Assistant Director of Sales

Supervises: N/A

Status: Part-time (10-15 hours/week) / Non-Exempt

PURPOSE:

To advance the purpose of InterVarsity Press, this position will optimize the exposure of SPCK and IVP-UK titles by working with our Sales and Publicity teams to cultivate relationships in a variety of markets.

You're energized by purposeful work and interaction. You love books and are motivated by the good they do in our lives and our society. You enjoy working with authors and editors to support and advance their work. You personally embrace the Christian mission and values of InterVarsity Press and are accomplished at presenting our identity and mission. The compelling, engaging work you do will build interest in and demand for SPCK and IVP-UK products, maintain engagement with IVP's mission, and help give readers, buyers, and influencers all the information they need.

MAJOR RESPONSIBILITIES:

Managing sales representation to special markets accounts by:

- Managing relationships with existing special market clusters (such as apologetics ministries, denominational headquarters, etc.) that result in bulk buys of single titles or groups of products that match the ministries' needs
- Responding to account requests for complimentary copies
- Creating Special Market target lists for each season of IVP-UK and SPCK books

Assist US-Based IVP-UK and SPCK authors to successfully sell their own books by:

- Responding to author orders in a timely, accurate manner

- Serving as the front line organizer for authors looking to schedule signings with stores
- Proactively following up on organizational bulk buys included in author contracts
- Sending out influencer copies
- Maintaining the author discount schedule

Assisting the publicity team in promoting SPCK and IVP-UK titles in print, online and through broadcast media, as well as supporting the digital communications team as needed by:

- Working with the Director of Sales and Assistant Director of Sales as a key liaison between IVP and SPCK's teams
- Sending review copies, catalogs, and other flyers to media on behalf of publicists:
 - Supervise the SPCK and IVP-UK related mailings of the publicity team
 - Send occasional review copy mailings to an assortment of media
 - Send larger book mailings for key titles as they are published
 - Coordinate monthly galley mailings to media
 - Assist with the writing of promotional materials, in conjunction with the IVP and SPCK Publicity teams.
 - Recommend new titles and content into NetGalley, in conjunction with the publicity team
- Participating in regular Publicity Team meetings
- Providing regular reports of publicity coverage to SPCK and IVP-UK contacts
 - Enter key reviews monthly into database to appear on IVP's website
 - Compile key reviews monthly for Publicity Manager and to submit to proofing
- Working flexibly either alone or with colleagues as you assure the effectiveness, quality, currency and relevance of publicity in projects as assigned

Participate in Internal Sales Conferences by:

- Presenting content overviews and positioning information for select forthcoming titles at three annual Internal Sales Conferences
- Bringing marketplace intelligence (via feedback from account base) to the department for adaptation of future sales initiatives

Possible Travel to Key Conferences or Exhibitions for the IVP-UK and SPCK lines

QUALIFICATIONS:

- Annually affirm InterVarsity's Statement of Faith
- Bachelor's degree in business, communications, English or any related field
- Experience working across time zones or in the United Kingdom an asset
- Effective oral and written communication skills
- Attention to detail
- Initiative and follow-through
- Planning and organizing

- Demonstrated ability and commitment to work in a diverse team environment
- Be a contributing member of the IVP community

HOW TO APPLY:

External Candidates: Please see instructions at ivpress.com/jobs 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. There is no need to complete the online application.

SPCK Sales and Publicity Assistant 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.

Team Work:

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)