

INTERVARSITY PRESS

Position Description

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: Academic Sales Manager
Supervised by: Director of Sales
Supervises: None
Key Relationships: Academic Marketing Manager; IVP Academic editorial team,
Status: Full-time, Exempt
Location: Westmont Offices

PURPOSE:

To advance the purpose of InterVarsity Press, this position will contribute to the success of IVP Academic and our work with InterVarsity Christian Fellowship by driving sales and providing key account management for Academic sales, library and publishing initiatives undertaken in support of our over-arching goals. It will also require presence at a variety of annual academic conferences.

MAJOR RESPONSIBILITIES:

Manage and grow relationships with a portfolio of resellers by:

- Driving, building, and maintaining specific trade and digital account sales, with assignments to be made by the Director of Sales
- Evaluating and setting up new account partnerships, subject to review and approval by the Director of Sales
- Initiating regular contact and relationship management through phone and onsite visits to present new title lists and seasonal special offers
- Responding to reseller requests for assistance with product information, orders, and fulfillment
- Tracking and analyzing sales results to identify new growth opportunities and provide trends and recommendations on how to manage accounts and/or territories
- Maintaining general knowledge of IVP titles, authors, reseller policies, and industry regulations and best practices

Participate in strategy for publishing decisions by:

- Overseeing the creation of IVP Academic Manuscript Evaluation Forms (MEFs) in Confluence in a timely manner.
- Contributing significantly to IVP Academic publishing meetings both as a voice at the table and in MEFs, including potential course adoption and anticipated sales.
- Maintaining an awareness of the Christian and academic trade marketplace.

Coordinate on-site presence at academic and library markets conferences by:

- Identifying, in partnership with the Academic Marketing Manager and Director of Sales, the academic or library conferences that IVP Academic will attend.
- Giving departmental sales support staff sufficient lead time and thorough communications regarding all aspects of assigned conference work (orders, marketing, supplies), resulting in effective execution of conferences
- Coordinating shipments of product, signage, and sales materials to and from the representative's assigned conferences.

Participate in sales team work by:

- Developing, driving, and providing direction and expertise on academic and library market sales strategy and some digital sales (in conjunction with Associate Director of Digital Sales)
- Attending regular department meetings and working collaboratively with others teams toward common goals
- Providing Director of Sales with occasional reports on major activities, results, and forecasts for all assigned conferences and accounts
- Taking on special projects and initiatives in consultation with of the Director of Sales

Facilitate effective interaction with IVP Academic authors by:

- Initiating Sales contact with authors for pre- and post-publication fliers.
- Supporting customized, small-scale author projects for IVP Academic authors such as flyers, business cards, and posters.
- Assisting authors with book launches, as needed.

Participate in Internal Sales Conferences by:

- Presenting content overviews and positioning information for select forthcoming titles at three annual Internal Sales Conferences.
- Engaging others' presentations in order to sharpen departmental understanding of forthcoming titles and, in turn, be able to effectively present list to account base.

Qualifications and Experience

- 2 years of experience in Christian publishing and/or book retail preferred
- Ability to travel up to 10% of the time as part of account and conference management work
- Higher Education experience or familiarity with Higher Education markets
- A maturing disciple of Jesus Christ
- Strong communication skills and attention to detail
- Demonstrated ability to collaborate and work effectively in teams
- Annual affirmation InterVarsity's Statement of Faith
- Ability to attend the Urbana Missions Convention every 3rd year (next in Dec. 2018)
- Ability to attend IVCF Staff Conference every 3rd year (next in January 2020)

Educational Requirements:

- Master's degree required

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