

INTERVARSITY PRESS

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: Marketing Coordinator

Supervised by: Assistant Marketing Manager
Supervises: None
Status: Part-time (20 hours) / Non-exempt

PURPOSE:

To advance the purpose of InterVarsity Press, this position will effectively coordinate and support the promotion, advertising, and marketing of general and academic books.

MAJOR RESPONSIBILITIES:

Project Management and Purchasing:

- Schedule projects to ensure projects are completed on time
- Communicate with project sponsors to collect all necessary project information in order that projects are completed successfully
- Provide administrative support for the IVP Book Club
- Partner with and work collaboratively with copywriters, designers, production artists, and proofers in a team environment
- Negotiate pricing and purchasing print for catalogs, direct mail solicitations, book club digests, campus mailings, pop up displays, promotional items, labeling and various other projects
- Create purchase orders as needed for marketing projects
- Work and meet with vendors for each project as necessary

Advertising Placements:

- Set up and maintain the ad spreadsheet with new titles and budget information
- Work with each publication to secure ad space that has been approved by the Marketing Managers for general and academic books for trade, consumer, academic and conference publications
- Input and update information as advertisements are placed on the Advertising/Budget Tracking spreadsheets
- Create CS (Creative Services) Requests and/or a JIRA tickets to support each ad, ensuring that the goal of the ad is properly communicated as well as the proper ad specifications (size, placement, date, publication, titles, cost)

- Work with Accounting to reconcile any invoice discrepancies after advertising placement
- Assist in the QPEM process by supplying advertising costs for each title
- File ad contracts and invoices
- Record eblast results and communicate to marketers and email point person

Author Relations and Communication:

- Coordinate launch team mailings and communication/oversight as requested by marketing managers for select authors
- Prepare the Forthcoming Title folder for each season (3x a year) on the F: drive so that each academic and general book is represented for that season
- Support customized, small-scale author support marketing projects (flyers, business cards, posters)
- Introduce authors to online coaching programs each season
- Distribute questionnaires and info packets to authors each season via email
- Coordinate intake of questionnaires and influencer lists from authors
- Collect author photos for production to process

Departmental Support:

- Take notes as needed for marketing team meetings
- Attend various department and team meetings
- Circulate birthday cards for the entire Sales, Marketing, and Creative team
- Assist in the improvement of the ongoing conference processes
- Provide administrative support for the conference planning team
- Create marketing lists as needed
- Set up promo codes for print and online promotions

QUALIFICATIONS:

- Annually affirm InterVarsity's Statement of Faith
- Minimum 2 year degree required
- Effective oral and written communication skills
- Ability to keep confidential information secure
- A working knowledge of current Microsoft software and web-based applications (Word, Excel, Access and PowerPoint) is preferred
- Demonstrated ability and commitment to work in a diverse and collaborative team environment
- Be a contributing member of the IVP community
- Comfortable focusing on administrative and repetitive tasks
- Is detail-oriented and able to follow through on projects, seeing them to completion
- Able to multi-task
- Purchasing or print-buying experience a plus
- Working and using a variety of online tools (Excel, Advantage, JIRA, Creative Services)