

# 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:** Publicity Assistant and Event Coordinator

**Supervised by:** Publicity Manager

**Supervises:** N/A

**Status:** Full-time / Non-Exempt

### **PURPOSE:**

**To advance the purpose of InterVarsity Press, this position will optimize the exposure of IVP titles by assisting our publicists in the creation of materials and the coordination of mailings and pitches, helping IVP to cultivate relationships with a variety of media outlets.**

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 such an identity and mission. The compelling, engaging communication you oversee will build interest in and demand for InterVarsity Press products, maintain engagement with IVP's mission, and help give readers and influencers all the information they need.

### **MAJOR RESPONSIBILITIES:**

- Develop and maintain an understanding of the publishing industry, IVP's key goals and audiences, and media genres and techniques
- Develop and maintain a mindset of creativity, innovation, excellence and learning

**Assisting the publicity team in promoting our titles in print, online and through broadcast media, as well as supporting the digital communications team as needed:**

- Send review copies, catalogs, and other flyers to media on behalf of said publicists:
  - Supervise the mailings of the publicity team
    - Send weekly review copy mailings to an assortment of media
    - Send larger book mailings on behalf of the publicists for key titles as they are published
    - Coordinate monthly galley and ARC mailings to media in support of the publicity manager
  - Assist with the writing of promotional materials, in conjunction with the IVP Publicity team, as needed
  - Add selected new titles and content into NetGalley, in conjunction with the publicity team
  - Create content as needed for the Media section of the IVP website
  - Manage the processing of returned mail for the publicity team, researching address changes and updated contacts as needed
  - Regularly work to clean up the publicity database systems
- Participate in regular Publicity Team meetings

- Provide regular reports of publicity coverage to authors on a quarterly basis
  - Copy print publicity monthly in support of the Publicity Manager
  - Enter key reviews monthly into database to appear on IVP's website
  - Compile key reviews monthly for Publicity Manager and to submit to proofing
  - Send out reports of printed publicity, marketing pieces and catalogs to authors four times a year
- Work flexibly either alone or with colleagues as you assure the effectiveness, quality, currency and relevance of publicity in projects as assigned
- Develop and pursue, in consultation with your supervisor, a plan for ongoing professional development
- Other priority projects as assigned

**Supporting IVP's sales and marketing teams by:**

- Managing logistics for product, supply and booth shipments to national and regional academic and library conferences, under the guidance of the academic marketing manager and sales team
- Traveling to select academic and general conferences as needed in a sales and logistics support role
- Coordinating logistics and book displays to conferences that IVP personnel will not attend as requested.
- Handling other conference logistics as needed
- Coordinating with the academic marketing manager to handle professor requests for IVP Instructor Resources and responding to any follow up questions
- Effectively managing and executing selected key projects in IVP's social media efforts, as assigned
- Participating in regular marketing department meetings and title strategy meetings

**QUALIFICATIONS:**

- Annually affirm InterVarsity's Statement of Faith
- Bachelor's degree in business, communications, English or a related field
- Effective oral and written communication skills
- Attention to detail
- Initiative and follow-through
- Planning and organizing
- Customer-service orientation
- A working knowledge of current Adobe, Microsoft (Word, Excel, Access and PowerPoint), and a knowledge of Apple (Square) applications preferred
- Knowledge of WordPress or similar content management systems
- Demonstrated ability and commitment to work in a diverse team environment
- Be a contributing member of the IVP community
- Editorial proofing experience preferred, but not required
- Flexibility to travel occasionally to conferences or training events
- Flexibility to attend Urbana Student Missions Conference every three years, Dec. 26-Jan.1, and National Staff Conference every three years (the year after Urbana), approximately Jan. 3-8.

Application, resume, and cover letter may be sent to Alisse Wissman at [awissman@ivpress.com](mailto:awissman@ivpress.com). No phone calls or walk-ins. All current job openings are listed at [ivpress.com/jobs](http://ivpress.com/jobs).