

Special Markets Sales Manager

Marketing and Sales Department

Position Description

Supervised by: Associate Director of Sales

Supervises: none

Status: Exempt

Location: IVP Headquarters in Westmont, IL preferred; Flexible Work Arrangement possible

To advance the purpose of InterVarsity, this position will contribute to the success of IVP Academic, IVP Books, IVP Kids, and our work with InterVarsity Christian Fellowship by driving sales and providing account management for special market, academic, and library sales and publishing initiatives undertaken in support of our sales goals. It will require regular travel for account visits and conference attendance.

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.

Initiate, manage, and grow relationships with a portfolio of accounts by:

- Increasing text adoptions in universities and graduate programs, optimizing IVP's desk copy policy, and analyzing results to enact best future practices for the success of IVP books
- Creating and developing new customers for IVP's MinistryLink program in collaboration with IVP's marketing and customer engagement teams
- Generating, building, and maintaining special market sales and managing special market account relationships in collaboration with IVP's marketing, publicity, and editorial teams
- Evaluating and setting up new accounts and relationships, subject to review and approval by the Associate Director of Sales
- Initiating regular contact and relationship management with customers, professors, ministries, libraries, etc. through phone and onsite visits to present new title lists and seasonal special offers.
- 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

Coordinate on-site presence at conferences by:

- Identifying, in partnership with the Associate Director of Sales, Marketing Managers, and Events Marketing Coordinator, strategic conferences that to expand the reach of IVP Books, IVP Academic, and IVP Kids
- Giving Events Marketing Coordinator and 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 with Events Marketing Coordinator the shipments of product, signage, and sales materials to and from the representative's assigned conferences

Participate in sales teamwork by:

- Developing, driving, and providing direction and expertise on academic, K-12, and library market sales strategy
- Communicating and collaborating regularly with the IVP Sales team to reach agreed upon and assigned goals to further the success of IVP
- Attending regular department meetings and working collaboratively with other teams toward common goals
- Reporting regularly to Associate Director of Sales regarding activities, results, and forecasts for all assigned accounts, conferences, and other responsibilities

Facilitate effective interaction with IVP authors by:

- Initiating sales contact with authors for pre- and post-publication marketing materials in conjunction with Marketing Managers
- Serving authors and their connected ministries through provision of information, materials, and promotions to further the success of IVP books
- Supporting customized, small-scale author projects for IVP authors such as flyers, business cards, and posters
- Assisting authors with book launches, events, and other requests as needed

Participate in IVP 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

- Annually affirm InterVarsity's Statement of Faith
- Is a maturing disciple of Jesus Christ, a person of prayer and Bible study, and a regular participant in a local church
- Maintains healthy relationships with colleagues and family
- Highly collaborative individual who thrives through working on a team
- Proactive, self-motivating, disciplined, creative
- Superior oral and written communication and presentation 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 up to 25% 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 Education:**
- Minimum of 3 successful years of publishing experience (strong preference for Christian publishing)
- Knowledge of and interest in academic/thoughtful Christian books
- Bachelor's degree required (Master's degree advantageous)

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

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)