



# MARKETING MANAGER

January 29, 2024

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



## BACKGROUND

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In 1869, **Concordia Publishing House** was founded as a small St. Louis printery with the mission of providing doctrinally sound materials for churches and individuals. Today, the organization thrives as a nationally recognized publishing company that offers churches, schools, and individuals more than 10,000 products and services. And while CPH continues to grow from its humble beginnings more than 150 years ago, its mission remains the same: developing products faithful to God's word.

Concordia Publishing House is the publishing arm of The Lutheran Church — Missouri Synod. It exists for the purposes of strengthening and aiding member congregations in their proclamation of the Gospel of our Lord Jesus Christ and working in partnership with the agencies and congregations of the Synod to provide publishing services. On their behalf, Concordia Publishing House develops, produces, markets, and distributes products and services faithful to the Scriptures and the Lutheran Confessions, and which will effectively serve such proclamation to people throughout the world.

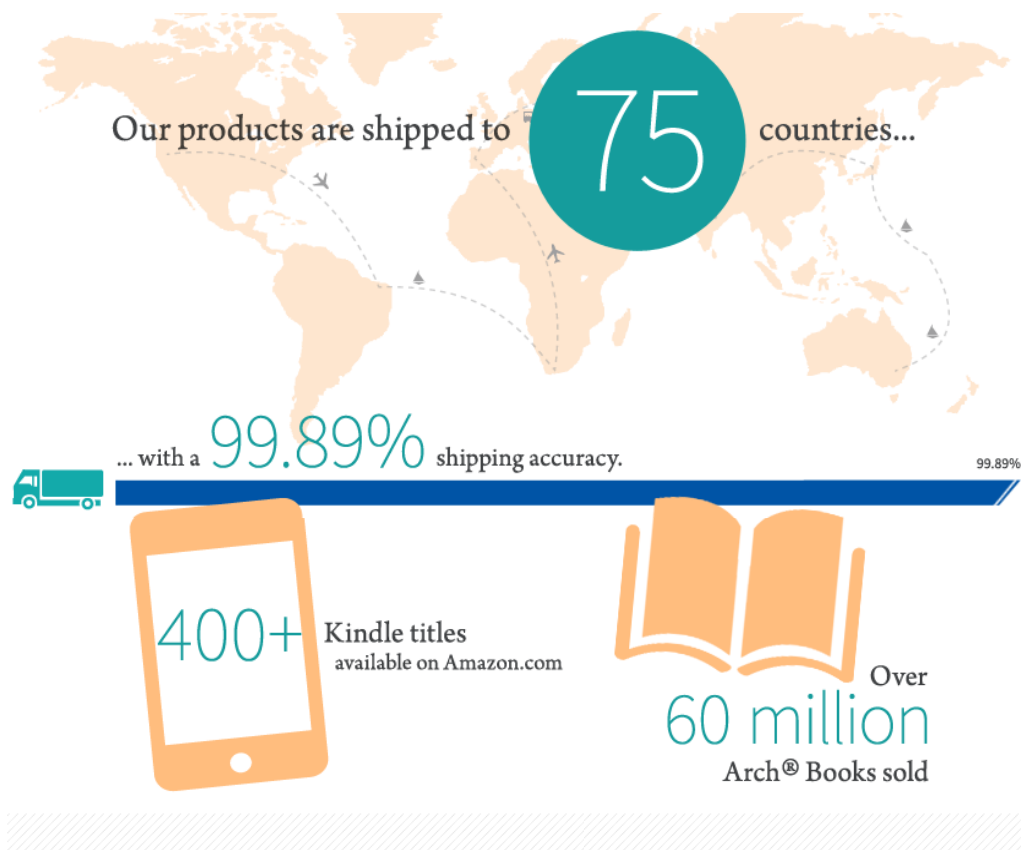
Over the years, CPH has earned many awards for customer service, exceptional quality, and excellence in workplace environment. These awards are not only a true honor but also a reflection of their employees' dedication and passion for excellence. Among those awards include: the Malcolm Baldrige National Quality Award; the Missouri Quality Award; Best Christian Workplace; the City of St. Louis Neighborhood Business of the Year; and various customer service awards as judged by Benchmark Portal, The Center for Customer-Driven Quality, and Purdue University.

## Position Summary

Concordia Publishing House seeks a Marketing Manager who will lead the management of products and services from ideation through sunseting to optimize cost, value, and cycle time in support of CPH's mission and business plan goals.

The ideal candidate will possess a Bachelor's degree, preferably in Marketing, Business, or a related field and will bring a minimum of five years' related marketing and/or business experience, including product management, data analysis, and budgeting.

An LCMS background is preferred, but not a requirement.



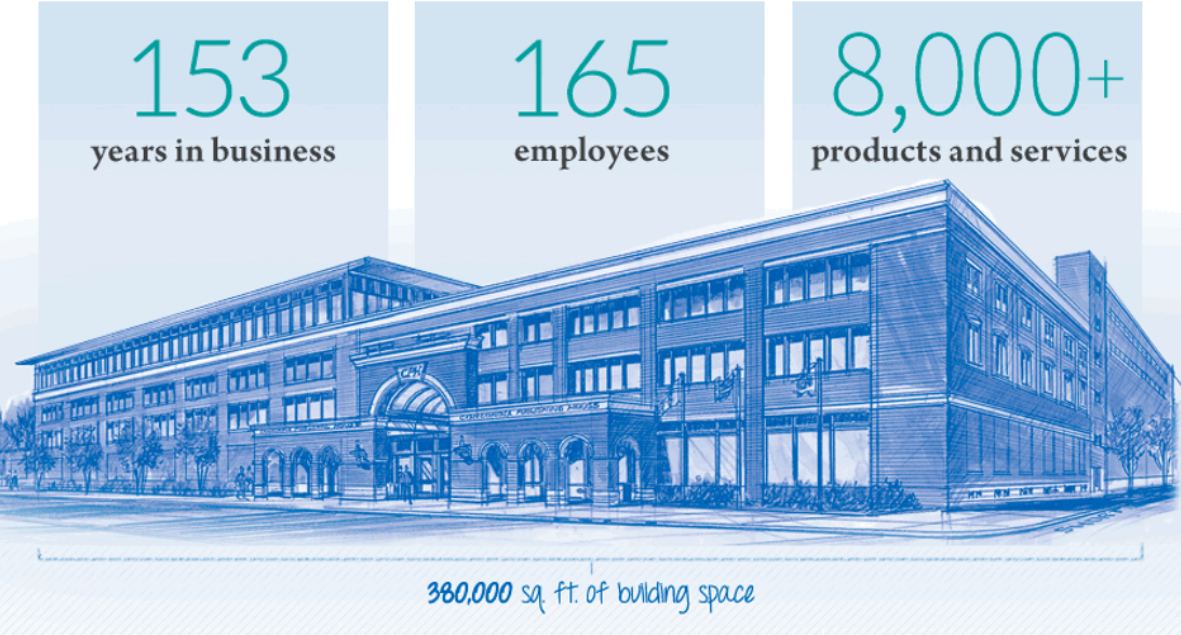
Reporting to the Director of Marketing, and supervising an Associate Marketing Manager, the Marketing Manager candidate should possess strength in the following competencies:

- Adaptability & flexibility
- Data analysis
- Budgeting
- Creative & innovative thinking
- Proactive leadership
- Strategic planning

## Essential Duties & Responsibilities

The essential functions and responsibilities of the position are as follows:

- Develops, updates, and executes annual business plan to achieve results daily including sales, costs, inventory, budgets, and missional impact.
- Supports the publishing plan by preparing financially viable product proposals for internal and executive approval.
- Researches the competitive environment to properly position products in the marketplace, identifying both large scale and niche opportunities.
- Actively engages in ongoing study of relevant market segments regarding characteristics, buyer profiles, market trends, etc.
- Works with Editorial and Design to optimize content, covers, and titles to maximize product impact.
- Oversees and assists with maintaining and updating product metadata through the ERP and web systems; collaborates with internal partners to ensure updates take effect.
- Works with the Marketing team to ideate and implement promotional campaigns including seasonal sales, warehouse sales, and other targeted offers.
- Develops and maintains an effective working relationship with the various members of the creative team(s) to ensure the successful development and marketing of products in assigned product groups.
- Collaborates with other marketing managers, copywriters, and designers to develop marketing programs designed to maximize both the launch of new titles as well as products later in their life cycle.





Travel: 10%; minimal overnight travel.

Salary: \$80,000-\$90,000, depending on qualifications and experience.  
This position offers comprehensive benefits and retirement plan.  
Details available from Human Resources.

Application Deadline: April 15, 2024  
*(We reserve the right to shorten the deadline for applications if we have sufficient interest. Please apply early to ensure your background will be considered.)*

**For consideration, please email resume to:**

Ken Rowe  
Senior Director CAO  
Catholic Recruiter Associates  
**[Kenr@catholicrecruiter.com](mailto:Kenr@catholicrecruiter.com)**

**Note:** Only those selected for an interview with the search committee will be contacted.

Search managed by:



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P.O. Box 967  
Ridgefield, CT 06877  
Phone: (203) 438-8475  
[info@catholicrecruiter.com](mailto:info@catholicrecruiter.com)  
[www.catholicrecruiter.com](http://www.catholicrecruiter.com)