



MARKETING & SALES MANAGER

August 5, 2022

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

Liturgy Training Publications is based in Chicago Illinois. Our mission is to promote the liturgical formation “of the faithful and also their active participation in the liturgy both internally and externally, taking into account their age and condition, their way of life, and their stage of religious development” so all the faithful may “become thoroughly imbued with the spirit and power of the liturgy.” (Constitution on the Sacred Liturgy 19, 14)

Liturgy Training Publications is a premier publisher of liturgical and pastoral materials in English and Spanish. Established by the Archdiocese of Chicago in 1964, LTP promotes the liturgical formation of the faithful called for by the *Constitution on the Sacred Liturgy* of the Second Vatican Council. Dedicated to developing resources for the assembly, clergy, liturgical ministers, and all who study the liturgy, LTP produces books, videos, workshops, and other training materials so all the faithful may “become thoroughly imbued with the spirit and power of the liturgy” (SC, 14).

Position: Marketing & Sales Manager

Reports To: Director

Directly Supervises: Marketing Staff, Customer Service, and Sales Staff

Job Summary:

The Marketing and Sales Manager is responsible for the direction of all marketing, sales, and outreach efforts, both short- and long-term, in view of emerging trends and methods of marketing. The role plans and supervises all activities related to sales generation, including direct mail, promotion, publicity, online marketing, and special projects, as well as customer service and order entry. Participates in core decision-making as a member of the general management and editorial teams, representing the needs and concerns of the Marketing and Sales departments.

Responsibilities:

- Plan, update, and communicate anticipated sales and marketing strategies in support of Company strategic plan and anticipated revenue growth. This includes, but is not limited to, concrete planning for direct mail, product sampling, magazine promotion and prospecting, paid advertising, publicity, reviews, online marketing, social networking, and all other areas of marketing.
- Design realistic measurements for marketing campaigns and tracks results to monitor trends and adjust tactics on continual basis.
- Prepare annual sales plan, in collaboration with Director and Training & Events Manager, keeping the plan updated and flexible.
- Develop strategy for reaching out to dioceses and key parishes with the aims of strengthening business relationships, providing opportunities to learn more about their needs, and advising them of print and digital resources and training opportunities.
- Work closely with Training & Events team and others on execution of outreach strategy.
- Deliver marketing feedback and perspective during product development process, pre-design meetings, cover presentations, and during review of printing passes.
- Provide estimated sales (revenue) potential of any new product (books and periodicals) and assist in preparing fiscal budget for overall sales.
- Explore and investigate emerging strategies and technologies associated with marketing; offer recommendations accordingly.
- Oversee marketing efforts related to websites, web branding, surveys, advising and collaborating with Marketing staff and other departments, as necessary.
- Work with Assistant Marketing Manager in the development and implementation of department processes, setting priorities and creating deadlines, approving staff schedules and payroll records, as appropriate.
- Work closely with Customer Service Specialist to determine special discounts for customers; determines criteria for *gratis* copies and copies for review, samples, etc.
- Determine, with Customer Service Specialist, training needs for customer service orders and issue resolution.

- Coordinate, with Customer Service Specialist, to ensure that the Customer Service and Sales Department suggests and executes outbound sales initiatives.
- Stay abreast of competitor resources and services that address the Catholic market.
- Monitor new trends, changes in liturgical text, and other Church-related initiatives in response to customer needs.
- Attend all in-house meetings related to product development or release, including but not limited to Status, New Product, Editorial, Cover Design, ERT, and Quantity/Pricing, as well as brainstorming sessions and content ideation discussions.
- Represent LTP at high-volume conferences, working with Editorial team and Training & Events to establish market focus and promotional materials for event.
- Facilitate communication within and between departments and the organization.
- Perform all other duties as assigned by the Director or requested by management.

Qualifications:

- Minimum 5 years' experience in marketing, preferably in publishing or related book industry.
- College degree with a focus in communications, business and/or marketing; graduate degree, a plus.
- Prior supervisory experience with ability to communicate in a productive, positive, and developmental manner.
- Demonstrated knowledge of marketing principles and experience with strategies proven to achieve organizational goals.
- Knowledge of best marketing practices on social networking sites (e.g., Facebook, Twitter.)
- Understanding of the Catholic market and ability to represent the mission of LTP.
- Computer proficiency in Microsoft Office Suite, particularly Excel, Adobe Creative Suite (primarily InDesign and InCopy), HTML and XML.
- Prior budgeting experience with both revenue-setting and operating expense.
- Strong and effective interpersonal skills -- written and spoken.
- Experience in building and maintaining strong business relationships.
- Willingness and ability to travel for sales and business events; valid driver's license required.
- Ability to coordinate and prioritize multiple projects and oversee their timely completion.
- Spanish language skills a plus.
- Energetic, enthusiastic, flexible demeanor with willingness and ability to learn new skills.
- Demonstrate understanding, respect and support for Catholic Church teachings, mission, and values.

Salary: Commensurate with background and experience. Details will be furnished to finalist candidates.

Application Deadline: September 30, 2022
(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
Ken@CatholicRecruiter.com

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

Search managed by:



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