

LOYOLAPRESS.

VICE PRESIDENT SALES AND MARKETING

BACKGROUND

Loyola Press (www.loyolapress.com) was founded in 1912 by Father William P. Lyons SJ as a non-profit Catholic publishing ministry of the Midwest Province of the Society of Jesus. His first published work was Loyola University's four-page school newspaper, *The Maroon and Gold*. Soon after, however, Fr. Lyons began publishing college textbooks, and Loyola Press swiftly grew in size and scope, having now served more than 40 million children and adults as they seek to grow academically, personally, and spiritually with assistance and inspiration from our textbooks, spirituality books for adults and children, and a growing array of multi-media resources.

For over 100 years, our mission has been to lead people to Jesus and to facilitate transformative experiences of God so that people of all ages can lead holy and purposeful lives with and for others. We accomplish our goals with inspiration from Saint Ignatius of Loyola, the founder of the Society of Jesus (the Jesuits), a man who spent his whole post-conversion life providing catechesis and engaging others in spiritual conversation. In addition to our spirituality and faith formation offerings, we are pleased to serve the Kindergarten through Grade 8 literacy community with our highly regarded English Language Arts programs.

Loyola Press by the Numbers

6 Faith formation programs found in conformity with USCCB protocols | 2 New York Times Bestsellers (*Dear Pope Francis* and *The Gift of Peace*)

141 Publishing awards since January 2021

675 Trade books currently in circulation

289 Titles in Español

10 Books by Pope Francis

OVER 9 Million students served in the last 10 years

OVER 40 Million students served since Loyola Press' inception

55 Countries/continents publish works by Loyola Press

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Position:	Vice President Sales and Marketing
Reports to:	President and Publisher
Direct Reports:	Director of Sales; Director of Marketing, Curriculum, and Director of Marketing, Trade
Internal Relationships:	President & Publisher, Vice President New Product Development, CFO/COO, Directors, Managers
External Relationships:	Lead Contacts for US and International (Educational and Trade) Publishing and Multi-Media Distributors, Wholesalers, and Retailers; Lead Contacts for (Educational and Trade) Publishing Market Research and Public Relations/Publicity Organizations; Diocesan Leadership; School and Parish Leadership; National and International Jesuit, USCCB, and other Catholic Not-for-Profit Leadership; Authors

Position Objective

Create and execute an on-brand strategy for revenue, profitability, and aggressive sales targets/growth of all Loyola Press imprints/divisions by providing publishing sales and marketing expertise across key areas to several internal and external groups. Serve as a member of the Executive Leadership team.

Specific Responsibilities

- Build and execute short- and long-range sales and marketing strategies across current and future distribution channels (retail, wholesale, distributor, direct via sale rep, direct via digital, etc.) to meet revenue and profit goals for both curriculum and trade divisions (all imprints, print and digital)
- Lead direct and indirect reports to achieve sales and profit goals through integrated sales and marketing strategies and tactics across distribution channels; maintain organized, transparent record-keeping and reporting to communicate results on a regular basis
- Perform general supervisory functions including hiring, onboarding, coaching, performance management, development, and operating expense control
- Build and maintain a positive, team-oriented culture that is aligned with the Loyola Press Mission Statement and Way of Proceeding; exemplify servant leadership
- Oversee, review, and approve departmental budgets and financial reports

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- Oversee B to B bulk curriculum and trade print and digital sales, managing key relationships with groups including Dioceses, State Boards of Education, LaSalle Company, and Amazon
- Oversee B to C curriculum and trade print and digital sales, managing key internal and external relationships for distribution channels including store.loyolapress.com (Wanderlight video game, trade books, etc.) and e-mail blasts through Active Campaign
- Develop strategic partnerships to further the sale and distribution of Loyola Press print and digital products throughout the United States and abroad; oversee partnership management
- Work with Publisher, CFO, and Controller to build relationships with and negotiate and manage terms of sale with major retailers, including Scholastic Book Clubs, Hudson Booksellers, TJ Maxx, Wal-Mart, and Costco
- Represent Loyola Press at conferences, trade shows, meetings, and other offsite events
- Develop sales campaigns and promotions, physical and digital, that generate positive ROI
- Execute and evaluate effective data analytics to maximize profit
- Guide Director of Sales and Director of Marketing, Curriculum, to create effective, efficient integrated use of sales and marketing technology (including Oracle NetSuite, Salesforce, and Active Campaign) to achieve improved sales targeting, follow-up, and retention strategies
- Manage Loyola Press market research to translate customer intelligence into actionable catalysts for market growth
- Manage and report to Directors and Executive Team awareness, impact, and overall health of Loyola Press branding across divisions and imprints
- Collaborate/Work closely and regularly with members of the Executive Team, (independently and as a team) in developing and assessing organization-wide strategic plans and setting and following through on organization-wide goals
- Leverage key relationships in journalism, media, and public relations to increase visibility of Loyola Press mission, product, and brand
- Other duties as assigned

Education Requirements: Minimum Bachelor; Master Preferred

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Experience Requirements

- Familiarity with Catholic marketplace and ability and desire to serve within it
- 10+ years publishing sales experience (preference toward educational publishing)
- Demonstrated understanding of publishing processes and workflows through the supply chain, from concept through fulfillment
- Ability to demonstrate, teach, and inspire strong sales skills, including relationship-based sales tactics, presentation skills, and influencing skills
- Ability to demonstrate, teach, and inspire strong marketing skills including communication skills, data-driven decision-making, creativity and imagination for the marketplace, and technology skills
- Ability to identify and follow through on opportunities
- Excellent organizational and writing/reporting skills; adherence to deadlines
- Ability to engage effectively, professionally, and respectfully at all levels, in and out of the organization
- Comfortable working in a collaborative environment
- Agility in taking on tasks—no task is too small or too large to take on oneself and deliver the end solution
- Resilience, tenacity, and diplomacy
- Skilled technology user (examples include Salesforce, Excel, NetSuite, etc.)
- Keeps abreast of industry trends
- Travel required

Desirables

- Prior experience in a Jesuit organization or with Ignatian Spirituality
- Prior volunteer experience in a Catholic school or parish
- Familiarity with educational technology and/or instructional design

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- SALARY/BENEFITS** ○ Highly Competitive Compensation and Comprehensive Benefits
- APPLICATION DEADLINE** ○ **May 30, 2021**
(Note: 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:**
Patrick Lynch
Managing Partner
Catholic Recruiter Associates
Pat@CatholicRecruiter.com

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

Search managed by:

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