

PACIFIC PRESS® PUBLISHING ASSOCIATION
JOB DESCRIPTION

POSITION TITLE: Director of Marketing

REPORTS TO: Vice President of Marketing/Sales

SUMMARY: Manage the marketing of the trade book segment of operations.

ESSENTIAL FUNCTIONS OF THE JOB:

- I. In conjunction with the marketing/sales team, coordinate and direct an overall integrated marketing strategy and individual marketing plans for all trade products, and manage budgets for same. Special Attention should be directed to evaluating and improving ROI. This strategy will be focused on the readers (not the stores) and should include, but not limited to:
 1. Email Marketing
 2. Publicity
 3. Direct Mail Campaigns
 4. Paid Print Advertising
 5. Social Media
 6. In-Store Promotions
- II. Coordinate marketing plans with the advertising department on such items as fliers, brochures, catalogs, display ads, and other print and digital materials through production and release.
- III. Create daily/weekly email promotion to AdventistBookCenter.com lists.
- IV. Actively seek connections within Adventist media and church structure to create unpaid publicity opportunities.
- V. Work with authors to take advantage of publicity opportunities.
- VI. Administer Pacific Press various social media platforms-posting regular content appropriate to best practices for each.
- VII. Write effective selling copy for use on back covers, AdventistBookCenter.com, email marketing, social media, etc., effectively targeting the users/readers most likely to see the copy.
- VIII. Work closely with the marketing team for other product areas or market target groups, including the Director for Bilingual Marketing, the Director of Chapel Music, and the Assistant Vice President for Ministries to integrate and maximize the marketing efforts of Pacific Press.
- IX. Serve on the Book Development Committee in developing trade products and sales materials.
- X. Maintain regular attendance at work.
- XI. Comply with Pacific Press employee handbook guidelines.
- XII. This job description is not intended to be all inclusive; the Director of Marketing will also perform other reasonable related business duties assigned by the Vice President of Marketing/Sales.

EXPERIENCE: Sales experience a plus. Organization skills, communication skills, and computer skills necessary. Experience or skills in public speaking and/or promotions valuable. Ability to use independent judgement and discretion.

EDUCATION: College degree, or classes in marketing, business, communications, and public relations, or aptitude in these areas.

I acknowledge that I have received a copy of this job description and understand that it is my responsibility to read and understand it. If I have any questions about this job description or my job duties, I understand that I should ask my Supervisor or Vice President. I understand that Pacific Press reserves the right to revise or change job duties and responsibilities as the need arises. I represent that I am qualified to perform these job duties with or without reasonable accommodation. I understand that this job description may be used as a tool to evaluate the performance of my duties. I understand and agree that this job description does not create a contract of employment or change my "at will" employment relationship with Pacific Press.

Acknowledgement

Date