



National Ministries is now...

American Baptist Home Mission Societies SINCE 1824

➤ American Baptist Home Mission Societies ministers as the caring heart, serving hands, going feet and prophetic voice of Jesus Christ across the United States and Puerto Rico.

American Baptist Home Mission Societies (ABHMS) is searching for a Marketing Director for its Publishing Ministry, Judson Press

Why do we seek a Marketing Director?

ABHMS and Judson Press (Organization) need a qualified individual to establish and implement sales and marketing strategies for Judson Press products. These include religious print and e-books, periodicals and merchandise. The Marketing Director reports to the Publisher of Judson Press. This is a full-time position and is open immediately.

Core duties & responsibilities

- ✓ Establish and implement short and long range sales and marketing strategies for Judson Press products (including religious print and electronic books, periodicals and merchandise).
- ✓ Deepen and maintain relationships and communications with key accounts—trade channels (for example bookstores, libraries, distributors, bookclubs) and retail customers. Present products to independent sales representatives.
- ✓ Connect and interact with media sources to publicize authors and products (for articles, interviews, reviews, exhibits, events and speaking/signing opportunities).
- ✓ Create and post promotional content for website, e-newsletter, blogs, and other social media. Plan and execute virtual author tours and webinars.
- ✓ Research and propose special sales and discounts to organizations.
- ✓ Write and place display advertisements, resource listings; develop sell sheets, catalogs, brochures, flyers, press releases, direct mailers.
- ✓ Monitor and adapt sales efforts appropriate to business climate.
- ✓ Participate in product selection, titling and design.
- ✓ Participate in on-site event/exhibit sales as needed.
- ✓ Work collaboratively with the Publishing Ministries Team to advance the Organization's mission and goals.
- ✓ Represent the Organization in a manner consistent with our mission, core values and brand promise.
- ✓ Other duties as assigned

Required knowledge, skills, abilities, competencies and experience

- ✓ Bachelor's degree in marketing, business, communications, public relations, journalism, or digital media required
- ✓ 3+ years demonstrated experience in marketing, sales or publicity required
- ✓ Strong organizational skills and detail-oriented
- ✓ Excellent verbal and written communication
- ✓ Strong strategy and relationship-building skills
- ✓ Demonstrated ability to prioritize multiple complex tasks
- ✓ Experience working in a diverse and collaborative multicultural environment
- ✓ Proficient with Microsoft Suite, particularly Outlook and Excel
- ✓ Experience with nonprofits preferred

Judson Press www.judsonpress.com is the publishing ministry of the American Baptist Home Mission Societies, serving the American Baptist Churches USA, a historic Protestant denomination that includes 1.5 million members in 5,600 congregations in the United States and Puerto Rico.

Judson Press is part of the American Baptist Home Mission Societies www.abhms.org. ABHMS is motivated by the Good News of Jesus Christ, taking joy in helping others follow Him in discipleship. We seek to bring to bear the whole Gospel on persons, congregations, communities and cultures, sharing God's love in word and deed in places and spaces where God's grace is not yet fully manifest.

ABHMS is a great place to work! We offer excellent salary and benefits (health insurance, paid time off and paid sick time, participation in a fully-vested 403b) as well as the support needed to continue to develop your knowledge, skills and abilities along your career path. We offer a safe, professional work environment located at 588 North Gulph Road in King of Prussia, PA.

If this mission and our values are congruent with yours, please consider applying.

Retrieve the Employment Application

http://www.abhms.org/job_opportunities.cfm

And submit it along with a Cover Letter and current résumé to:

Laura Miraz, Ph.D., SPHR
ABHMS/Human Resources Officer
P.O. Box 851, Valley Forge, PA, 19482-0851

Application deadline is **December 28th, 2012**.

You may send your documents electronically to jobs@abhms.org

ABHMS is an Equal Opportunity Employer