

August 16, 2018

## St. Vladimir's Seminary (SVS) Press Managing Director of Marketing and Operations

*St. Vladimir's Orthodox Theological Seminary  
575 Scarsdale Rd.  
Yonkers, NY 10707*

**Status:** Full-time, exempt

**Reports to:** SVS Press Advisory Committee, CFO

**Summary of Position:** The Managing Director (MD) leads the strategic vision for both the operation of SVS Press and marketing and sales of product. The MD supervises the Press and Bookstore operations. The MD represents the Press at conferences and trade shows, develops marketing materials for Press products, establishes agreements, maintains distribution networks, and works to meet sales goals and maintain a presence of SVS Press in the book publishing industry.

### **Areas of Responsibility and Duties**

#### *Press Operations*

- Works to stay within the annual budgeted financial targets
- Schedules and chairs SVS Press Advisory Committee meetings
- Suggests new publications and other products to the Press Advisory Committee for final approval
- Develops marketing campaigns, catalogs, and all advertising for print and digital media
- Analyzes marketing and promotional activities to maximize efficiencies and return
- Penetrates new markets and distribution channels
  - Works with international distributors to ensure they receive all new releases and maintain a correct inventory of Press materials
- Develops and expands methods to introduce new products
- Maintains and updates Press's website and social media
- Determines travel schedules for appropriate trade shows and conferences
- Works with SVS Press Advancement Team on subventions
- Works with the Finance Office to process royalty payments for authors
- Submits check requests for production expenses to the Finance Office
- Authorizes payments and recommends contracts and agreements for signature by the CFO

- Prepares the final price lists and any special discounts for all new print publications, reprints, and special projects
- Maintains the *SVS Theological Quarterly's* database and billing subscription procedures

### Bookstore Operations

- Supervises Customer Service Center and its activities, which include the following:
  - Processing orders
  - Warehousing products
  - Managing stock and inventory levels
  - Processing Bookstore payables and receivables
- Manages sales and customer databases
- Establishes optimum inventory levels
  - Works with Production Manager to create reprint schedule
- Coordinates and implements Bookstore presence at special events
- Manages SVS Press presence at both on- and off-campus events

***The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.***

### **Application Instructions**

Please email a cover letter expressing interest in the position, being as specific as you can while detailing relevant professional experience, education, and training, along with a resume. Include in your application the names and contact information of at least four professional references, and email it to [mringa@svots.edu](mailto:mringa@svots.edu).