



## **Sales & Marketing Manager – Anselm Academic**

Anselm Academic is the college division of Saint Mary's Press, which currently is the most successful Catholic high school religion publishing house in North America. This Sales & Marketing Manager position is responsible for planning and implementing all sales and marketing activities for the college division. Be prepared to fall in love with what you do. Great customers, great colleagues, great mission.

It is essential that this position be able to complete and support the following functions:

- Coordinate copywriters and designers for all marketing functions of Anselm Academic.
- Continue to develop and implement trade show strategy and all other customer contact opportunities.
- Be able to identify trends in college publishing industry so that product development is driven by pulse of the customer and the market
- Represent Anselm Academic to the public; travel includes convention presence and occasional campus visits.
- Continue successful history of annual sales growth through text adoptions at universities.
- Coordinate with Anselm Academic's design team to ensure proper brand management of Anselm's touchpoints with customers.
- Manage and continue to develop customer-relationship management database.
- Design and build annual marketing communications schedule and sales cycle plans in collaboration with the publishing team.

### **Required Skills and Aptitudes**

- Bachelor's degree in marketing or theology/religious studies.
- 4+ years in marketing desired. However, if possessing a background in theology or having taught theology/religious studies at a university or high school and have an eye for marketing, we would like to talk with you.
- Ability and desire to make sales calls when needed.
- Demonstrated collaborative and team-oriented spirit.
- Creative self-starter.
- Team player.
- Excellent written and verbal communication skills.
- Mastery of time management, details, and deadlines.
- Willingness to learn and grow.
- Ability to do limited travel.
- Ambitious learner with desire to stay abreast of current developments in the field and industry.

**Please send resume with cover letter and/or COVER VIDEO to: [humanresources@smp.org](mailto:humanresources@smp.org)**