



# PARALLAX PRESS

## Marketing Director

**Parallax Press**, a leading independent publisher of books on mindfulness in daily life, seeks an inspired and skilled Marketing Director. This is a full-time position based in our Berkeley office.

**Application deadline: January 26, 2018**

### POSITION SUMMARY

The Marketing Director oversees the marketing department and is responsible for working directly with the Publisher to set marketing strategy and create the highest possible visibility and audience for Parallax books, while ensuring that all marketing reflects the values and principles of the press.

### RESPONSIBILITIES

- Creation of overall marketing strategies and expectations
- Collaborate with the Publicist to establish publicity strategy and plans
- Target audiences for titles and strategize ways to reach them through advertising, promotion, and messaging
- Manage and oversee the marketing team
- Create and manage marketing budget
- Collaborate with the Publisher and Sales Director to set and achieve specific sales goals
- Create metadata and marketing copy for all titles, including direct-to-consumer copy
- Provide marketing feedback and market research on acquisition proposals
- Present titles at distributor's seasonal marketing launch and sales conference
- Provide feedback on potential cover designs

### QUALIFICATIONS

- 10+ years' experience in marketing, preferably in book publishing
- Detail-oriented and able to organize and manage multiple responsibilities
- Management experience, including hiring, mentoring, and evaluating performance
- Proven ability to interact with people at all levels of an organization, fostering strong cross-functional teamwork and results
- Knowledge of Excel, PowerPoint, and ability to learn online systems
- Demonstrated understanding of social media and book publicity
- Experience in or knowledge of the spirituality marketplace
- Experience working with creative teams and providing design direction
- Experience with digital advertising platforms, benchmarks, and KPIs
- Interest in industry marketing trends and best practices
- Cultural competency and experience working with a multicultural and diverse author and community base

- A deep understanding of mindfulness practice, the Plum Village tradition, and/or an existing mindfulness practice is desired

### **ABOUT PARALLAX**

Parallax Press is a thriving independent non-profit publisher in the San Francisco Bay Area. Founded and inspired by Zen Master Thich Nhat Hanh, Parallax is currently distributed by Penguin Random House. We are the publishing division of the Plum Village Community of Engaged Buddhism and publish books on mindfulness in daily life. Parallax is an equal opportunity employer. A diverse work environment with space for a wide range of voices, beliefs, and backgrounds is central to our work.

### **SALARY AND BENEFITS**

Salary dependent on experience. Parallax offers a full range of benefits, including health, dental, vision, and retirement. We also offer flexible hours, paid meditation and mindfulness retreats, and a supportive and joyful work environment.

### **TO APPLY**

Email to [jobs@parallax.org](mailto:jobs@parallax.org) with the words Marketing Director in the subject line and the following attached as PDFs:

- A resume, including 3 professional references and a salary range
- A summary of a successful marketing campaign you executed and its success
- A brief examination of the challenges facing a small press today and how you would address them