



WILLIAM H. SADLIER, INC

JOB DESCRIPTION

Position: Marketing Director, Religion

Department: Marketing

Reports To: SVP, Marketing

Summary: At William H. Sadlier, Inc., we are proud of the English Language Arts, Mathematics and Catholic Faith Formation programs we provide K–12 schools and parishes. We’re looking for a highly skilled Marketing Director of Religion for our Catholic faith formation programs. The ideal candidate will have extensive experience in the creation and execution of strategic marketing plans and will lead our efforts to reach prospects and convert them into customers. He/she will have the ability to work alongside our in-house team of creative and graphics designers, and directors of campaign, web, and marketing operations, as well as interact with internal stakeholders of Religion on a regular basis.

Objectives of the Role

- Develop and implement Sadlier Religion branded marketing strategies for new and existing programs.
- Identify and plan for short-term and long-term scheduling, budget, and content resource needs for the Religion school and parish markets.
- Collaborate with publishing, sales, and professional development teams to uncover insights and develop winning strategies that drive Religion revenue growth.
- Use and interpret results of marketing performance metrics and tracking tools such as Hubspot and Salesforce to provide campaign results, competitive analyses, and translate results into actionable plans.

Responsibilities

- Lead the creation and development of the biannual Religion marketing plan, working closely with the sales team, marketing peers, professional development, and publishing management to deliver an effective and efficient marketing strategy focused on increasing and converting the contact database for Sadlier Religion.
- Lead the strategic and tactical execution of Religion marketing campaigns, including messaging, design, audience segmentation, tracking, results reporting, analysis, and next-steps recommendations.
- Manage the conception, development, and implementation of Religion content and assets for the website, blogs, social media, and virtual events such as webinars and promotional programs to drive brand awareness and qualified sales leads.



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- Hold regular meetings with internal stakeholders from sales, professional development, and publishing to impact plans, resolve marketing challenges, and present possible solutions.
- Lead and execute the creation of virtual or on-site displays and print and digital support for national conferences/trade shows/events.

Skills and Qualifications

- Bachelor's degree in marketing, advertising, communications, or education
- Successful track record in senior marketing roles and creating and executing marketing campaigns
- Excellent collaboration, communication, and decision-making skills
- Experience with digital and print marketing, content marketing, and social media marketing
- Proven ability to plan and manage budgets
- Attend and/or participate in trade shows/meetings in person or virtually

Preferred Qualifications

- Familiarity with project management software, similar to iMeet Central; marketing software, such as Hubspot; and customer-relationship management software such as Salesforce
- Proficiency in reading, writing, and speaking Spanish
- Desire to try new things and a track record as an innovator