



WILLIAM H. SADLIER, INC JOB DESCRIPTION

Position: Research Manager, English Language Arts

Department: English Language Arts

Reports To: VP, English Language Arts

Summary:

Assist the VP of English Language Arts and contribute to informing the design, necessity, and viability of potential programs, products, or services (both print and digital, new and revised) through market/industry analysis, research efforts, and the product proposal process to build and support the short and long term publishing plan. For those products/programs that are accepted for publication, provide leadership with the transition from Research and Development to Implementation.

Core Responsibilities:

- Manage and oversee the full research and market analysis responsibilities and efforts of projects assigned by the VP, English Language Arts, including but not limited to:
 - Developing a project research plan
 - Directing and managing the implementation of the research plan and the conception and development of all supporting elements and documentation
- Assist the VP, English Language Arts with writing and coordinating requests for funding (Opportunity Briefs) and product proposals
- Collaborate in the transition of products from Research and Development to implementation as identified in published workflows and processes
- Contribute to the company's Research and Development team by sharing ideas for new programs, services, or product lines to further enhance the company's offerings and create new lines of revenue to build the short and long term publishing plan
- Stay attuned to all relevant product and market research, as well as all the latest state, district, and national (diocese and Church where applicable) norms/funding/proclamations
- Develop competitive analysis strategies and share information internally to report on competitor products and market trends.

Details of Responsibilities:

- Develop/Recommend project research plan detailing the goals, timeline, and projected budget of the research project

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- **Oversee and/or manage all aspects of research and data collection and reporting efforts including**
 - Market/Industry Analyses
 - Acquiring competition/Competition analyses
 - Focus and efficacy testing
 - Surveys
 - Prototype development
- **Develop research project requests for proposals (RFP) and collect competitive bids**
- **Recommend research partners and vendors for both quantitative and qualitative research projects**
- **Work with the business manager to coordinate contracts, purchase orders, and the timely processing of invoices for research partners and vendors**
- **Work with Digital Strategy to understand Sadlier’s digital products and plans to use common forms and determine program offerings for ELA**
- **Write, develop, and/or coordinate development of the elements necessary for execution and documentation of research efforts including but not limited to:**
 - Prototypes
 - Competition samples
 - Surveys/Questionnaires
 - Discussion guides
 - Market Reports
 - Reports on research efforts
 - Research presentations
 - Site coordination/communication (pilots, meetings, etc.)
 - Reviewer and Author meetings
 - Internal planning meetings
- **Develop and maintain relationships with authors and reviewers from existing programs in addition to potential authors/reviewers for future programs**
- **Assist the VP, English Language Arts with the writing as well as the coordination of interdepartmental collaboration to shape detailed requests for funding (opportunity briefs) and product proposals**
- **Coordinate and facilitate work flow, processes and communication between all departments during the research & development phase of product development, including and especially Sales, Marketing, Program Management, Editorial, and Composition and Design**
- **In coordination with the VP, English Language Arts, assist with the transition of approved projects from Research and Development to Implementation including but not limited to:**



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- Coordinating development of bookmaps/wireframes
- Server structure/file sharing/guidelines/templates
- Identifying, communicating, coordinating and contracting with Consultants, Reviewers, and Authors
- If approved, develop and propose efficacy research plan and proposal detailing the goals, timeline, and projected budget and potential participants and vendors
- Oversee and/or manage all aspects of the execution of the efficacy research plan from data collection to final reporting including:
 - Site coordination/communication
 - Vendor management
 - Material and resource development and management
- Oversee the internal review of and facilitate response to unsolicited manuscripts
- Manage the distribution of existing non-Sadlier products (from identifying products for distribution, to negotiating the arrangements of the distribution deal, to securing in-house approval, codes, and pricing, and working with the Sales, Marketing, and Manufacturing Operations departments to position, promote and maintain inventory of the product
- Seek training and professional development as needed
- Search for, gather information about, and analyze industry and education news reports (trends, regulations, developments, best practices) and share findings with internal stakeholders
- Maintain a knowledge of and perspective on what is happening nationally and internationally in English Language Arts
- Attend meetings, conferences, and exhibits as necessary to glean market information, to update product/content knowledge and to plan and promote current and potential products/product lines
 - Compile findings and information from conferences and exhibits into written reports.
- Maintain confidentiality regarding all the business of the Publishing Division and the company: e.g. budget, staffing issues, authors, freelancers, planning, etc.
- Exhibit a professional demeanor in all departmental and company situations
- Monitor company sales in daily/weekly reports and identify patterns or trends and issues, report findings to VP, English Language Arts.
- Assist with interdepartmental communication and communication with the field and the sales & marketing departments

Education, Experience, Skills Required:

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Required:

- BA or BS
- Experience in ELA market, educational publishing, and/or teaching
- Ability to communicate effectively through excellent verbal and written communication skills
- Self-directed, proactive, detail oriented
- Organizational and prioritization skills with ability to multi-task
- Computer Skills Proficient with:
 - Microsoft Word
 - Microsoft Excel
 - Microsoft Outlook
 - Adobe Acrobat
- Available for limited overnight travel