



## **WILLIAM H. SADLIER, INC JOB DESCRIPTION**

**Position:** Vice President, Religion

**Department:** Publishing

**Reports To:** Senior Vice President, Publishing

**Position Location:** New York City

**Summary:** VP, Religion:

- Sets the strategic direction, in collaboration with the Senior Catechetical Director, and leads the day-to-day publishing functions for Sadlier's Religion product line and program, and as such, acts as the true business leader and overall manager of Religion within Sadlier.
- Is responsible for portfolio management in Religion, shepherding existing product while collaborating with the Senior Catechetical Director to guide competitive new product ideas and developing a multi-year product and publishing plan that will result in the growth of Sadlier Religion.
- Maintains current market knowledge and contacts across parish and school markets, Catholic organizations, and other key leadership bodies in Catholic education.
- Supervises proposal planning and delivery in light of ROI and changing priorities due to market and sales needs in collaboration with the: SVP Publishing, Senior Catechetical Director, Business Manager, CFO, SVP Global Sales, VP Shared Services, Senior Director of Digital Strategy.
- Guides and ensures the development of an effective, respectful culture of the Religion team.
- Leads and manages the existing research and editorial staff to prioritize Religion research and development activities for Sadlier Religion and brings new talent to Sadlier.
- Acts as a valued member of the Publishing leadership team.
- With Sadlier executives, plays a leadership role in cultivating good relations with Church leadership, Catholic organizations, parish and school markets, and other key leadership bodies in Catholic education.
- Plans and executes all Sadlier Religion activities within budget and company's publishing goals, as informed by its strategic plan.

### **Core Responsibilities:**

The VP, Religion Publishing, advised by the Senior Catechetical Director, oversees the complete life cycle of the Sadlier Religion product line. Ensures that Sadlier Religion publishing adheres to the guiding principles recognized by publishing leadership at Sadlier and meets current and future needs of the full curriculum based on the *Catechism of the Catholic Church* and directives

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of the USCCB. Maintains knowledge of catechetical trends and diocesan-specific standards as well as current assessment practices and implementation models; ensures consistent application of trends, standards, practices, and models through effective and consistent inclusion of the customer voice in program development. Supervises and collaborates with direct reports to clearly define the educational purpose for new and revised products and their marketing needs. With the Sadlier Religion team, oversees market research, creates prototypes, and shepherds proposals through approval process and, when approved, works with the Senior Editorial Director to execute guidelines for print and digital implementation, as well as works to establish schedule, final costs, and project specification for all Publishing Proposals. Manages the R&D Sadlier Religion budget.

### **Details of Responsibilities:**

- Prioritize all Sadlier Religion projects and ensure the greater religion team is focusing time and effort on projects with the appropriate ROI in collaboration with SVP, Publishing. Keeps the SVP, Publishing informed of any issues impacting Sadlier Religion.
- Collaborates with the Senior Catechetical Director to identify new product ideas and maintenance publishing needs to continue to support and update the publishing plans and religion product life cycles in collaboration with the SVP, Publishing.
- Works with the Program Manager to initiate projects, setting a schedule that accommodates a availability-to-market date that supports strategic and tactical organizational goals, initiating work on planning documents and activities, and overall, setting the direction for Publishing.
- Works with the Senior Catechetical Director to review all product ideas, print and digital content, marketing copy, and sales training scripts to ensure orthodoxy, consistency, and effectiveness.
- Leads the effort to gather the voice of the customer and analyze market feedback on existing products as well as potential new products, in collaboration with the Sadlier Religion publishing team and SVP, Senior Catechetical Director, Global Sales and Director of Catechetical Consultant Services, and Marketing Director.
- Identifies new potential publishing talent, such as content contributors and experts in the field, to cultivate relationships with and recruit to serve as consultants and program reviewers.
- Hires and oversees vendors and freelance staff for R&D Religion projects and oversees all contracts and Sadlier Religion R&D budgets in collaboration with the Business Manager.
- Strategizes, plans, and presents all Religion Product Opportunity Briefs, Publishing Proposals including all supportive research.
- Takes an active leadership role in product prototyping (manuscript, design, TOC, and S&S) and manuscript reviews for products in R&D for Sadlier Religion and assures that the products being scoped and planned meet the market needs.
- Consults and works closely with the Senior Catechetical Director and Senior Creative Director to establish design prototypes for new and revised Religion programs.



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- Ensures all writing, design and digital specs, and project guidelines are clear so as to meet product promises and publication dates working in concert with the VP Shared Services, Senior Director of Digital Strategy, Program Manager, Senior Creative Director, and Senior Editorial Director.
- Ensures the project is on schedule, fulfills project guidelines, and addresses any product issues that may arise while under development, such as scope or product promises and publication dates.

### **Education, Experience, Skills Required:**

- Practicing Roman Catholic
- Bachelor's Degree in Education; Master's Degree in religious education or related academic area highly desired
- Minimum 15 years of experience in educational publishing in core curriculum for catechesis, catechetical experience, or senior school-based position highly desired
- Experience building and managing editorial and/or research and development teams for large projects with \$10M plus budgets
- Experience and knowledge of the K-12 Catholic religious education market, specifically of Arch/diocesan standards' and USCCB Conformity review process
- Experience participating in cross-functional teams working with editorial implementation, digital media, marketing, and sales
- Strong written and verbal communication skills (Spanish a plus) with the ability to build and maintain internal and external relationships
- Proficiency with MS Office Suite and online program management programs
- Knowledge of art, design, and production processes and software a plus
- Overnight travel is required
- Position is based in New York City