



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

Position: Vice President, Publishing, Religion

Department: Publishing

Reports To: Senior Vice President, Publishing

Direct Reports: Editorial Director, Religion  
Director of Bilingual Catechesis

### **Summary: The VP, Religion:**

- plays a leadership role in bringing new product ideas and talent to Sadlier.
- integrates the Catechism of the Catholic Church into programs and plans.
- maintains current market knowledge and contacts across the parish and school markets, Catholic organizations, and other key leadership bodies in Catholic education.
- plans and executes all Religion activities within budget and company's publishing goals, as informed by its strategic plan.
- leads and manages the Religion team to prioritize Religion research and development activities
- supervises and collaborates with the Religion team on Product Opportunity Briefs and Publishing Proposals.
- refines proposals in light of ROI and changing priorities due to market and sales needs in collaboration with the: CFO, VP National Sales, VP Publishing, VP Shared Services, and Director of Digital Strategy.
- is responsible for finalizing R&D Religion Publishing Proposals.

### **Core Responsibilities:**

The VP of Religion Publishing oversees the complete life cycle of the religion product line. Supervises and collaborates with direct reports to clearly define the educational purpose for new and revised products and their marketing needs. With Religion team, oversees market research, creates prototypes, and shepherds proposals through approval process and, when approved, works with 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 Religion budget. Maintains knowledge of catechetical trends and diocesan-specific standards as well as current assessment practices and implementation models.

### **Details of Responsibilities:**

- Prioritize all religion projects and ensure the greater religion team is focusing time and effort on projects in collaboration with SVP, Publishing. Keeps the SVP, Publishing informed of any issues impacting Religion.

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- Identifies new product ideas and product update 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 desired availability-to-market date, initiating work on planning documents and activities, and overall, setting the direction for publishing.
- Leads efforts to gather the voice of the customer and analyze market feedback on existing products as well as potential new products, in collaboration with Religion publishing team and SVP, National Sales and Director of Catechetical Consultant Services
- 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 R&D Religion budgets in collaboration with the Business Manager.
- Strategizes, plans, and presents all Religion Product Opportunity Briefs, Publishing Proposals.
- Takes an active leadership role in product prototyping (manuscript, design, TOC, and S&S) and manuscript reviews for products in R&D, Religion and assures that the products being scoped and planned meet the market needs and the requirements of the USCCB as necessary.
- 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 VP Shared Services, Director of Digital Strategy; Program Manager; Senior Creative Director; and 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, in close collaboration with VP, Shared Services, Program Manager, and other key Sadlier managers and staff as appropriate.

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

- Bachelor's Degree in Education; advanced degree in Religious Education and Theology highly desired
- Minimum 15 years of experience in educational publishing in core curriculum for Religion; former catechetical experience highly desired
- Experience building and managing editorial and/or research and development teams for large projects with \$5M plus budgets
- Experience and knowledge of the K-12 religious education market, specifically of Arch/diocesan standards' and USCCB Conformity to the Catechism of the Catholic Church
- 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
- Knowledge of art, design, and production processes and software a plus
- Overnight travel is required

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