



PRINCETON
UNIVERSITY
PRESS

Director of Marketing

Following many decades of distinctive publishing and accomplishments, Princeton University Press (PUP) is entering a new era of innovation and experimentation and seeks a creative, collaborative, and like-minded leader to serve as Director of Marketing. With offices in Princeton, Oxford, and Beijing, and an endowment of \$100 million, the Director will ensure that PUP's readership continues to grow both nationally and internationally through bespoke campaigns that effectively intertwine and execute best practices in data-informed marketing, publicity, and sales.

The Director of Marketing will report to Press Director Christie Henry and will serve as a key member of her leadership team. Overseeing marketing, sales, and publicity, the Director of Marketing will manage an experienced and dedicated team of 35 with a collective passion for sharing PUP's diverse portfolio of books with engaged readers across the world. The Director will work closely and collegially with Princeton's stellar, global editorial staff as well as colleagues across the Press to develop even stronger and more creative approaches to marketing the Press's works across multiple platforms and audiences. The Marketing Director will help ensure that PUP continues to thrive in today's dynamic publishing world.

ABOUT THE PRESS

Established in 1905, Princeton University Press is an independent, not-for-profit publisher with close ties to Princeton University, including an Editorial Board appointed from the faculty of the University. The publishing program includes works by more than 50 Nobel Prize winners and dozens of renowned series including the collected papers of Albert Einstein, Thomas Jefferson, and Woodrow Wilson; Monographs in Population Biology; The A. W. Mellon Lectures in the Fine Arts; and the Princeton Science Library. Princeton University Press is headquartered in Princeton, New Jersey, with offices in Oxford and Beijing.

Over the years, Princeton University Press has won many [awards](#) and [honors](#), but among all these, perhaps the most remarkable testament to the work the Press has been doing, and continues to do, is the number of Nobel Prize winners who have published with the Press. Since the turn of the millennium alone, Princeton can count seventeen Nobel laureates in literature or economics among its authors. The Press is proud to have played a part in bringing these major, influential voices and ideas to the world stage, and looks forward to continuing to change the conversation thus for years to come.

Today, the Press is acquiring an international presence by building on the reputation of its first hundred years. In the late 1990s, the Press opened its European office in Woodstock, outside Oxford, England. This move internationalized the editorial operations and provided an opportunity

to attract the best authors in the United Kingdom and Europe in economics, finance, and science—and, more recently, in the humanities. Since then the European office has grown to fifteen colleagues, variously dedicated to editorial acquisitions, international rights, and publicity.

The Press announced the opening of its China office in Beijing on August 15, 2017, the first such presence for a US university press. PUP chose to expand in China because of the country's growing investment in higher education and scholarly research and its increasing centrality in the world of ideas and the world itself. The Press regards its opening in China as a step toward greater engagement with outstanding scholars in China and throughout Asia, both as readers and as prospective authors.

In July of 2018, the Press launched PUP Audio, an audio imprint with direct distribution channels. This initiative represents the spirit of experimentation and growth currently underway. While the Press is holding the current scale of its portfolio of books—trade, textbook, and scholarly works—new structures and staff have been created to support a more expansive intellectual property management approach, maximizing the reach of each author's work. Recognizing the import of collaborations and networks in the evolution of the Press, a revised organizational structure has been built to support this, including a Creative Media Lab that coheres PUP branding across mediums, and a Director of Strategic Partnerships to explore internal and external collaborative initiatives and experiments.

The caliber of content continues to form the through-line of the Press's narrative, now supported by new strategic commitments to inclusivity among authors, readers, listeners, and the Press staff itself.

LEADERSHIP

Since the arrival of Director Christie Henry in September 2017, the Press is in a modernizing moment, ensuring its systems support the spirit of collaboration, networks, and staff empowerment necessary for its evolution and future resilience. Henry brings with her 24 years of experience at the University of Chicago Press, most recently as editorial director responsible for managing the acquisitions programs and staff for life science and science studies; economics, political science and law; and reference, which includes the print and digital versions of *The Chicago Manual of Style*. Prior to university press publishing, Henry was an editorial assistant at the Chicago Tribune. She is a graduate of Dartmouth College and has a certificate in leadership strategies for book publishing from the Yale Publishing Program, where she is now an instructor. She is an active member of the university press community, having served on various committees including the inaugural Acquisitions Committee, chair of the Task Force for Gender Equity and Cultures of Respect, and coauthor of AAUP's *Best Practices for Peer Review*. She also serves on the Press Council of Rutgers University Press and has served on review committees for several AAUP member presses.

ROLE OF THE DIRECTOR OF MARKETING

The Director of Marketing will be an innovative and inspiring leader who will guide strategy and implementation across the marketing, sales, and publicity divisions in close partnership with the editorial staff and other key partners. The new Director will report to PUP Director Christie Henry and serve as a collaborative and thoughtful colleague on her senior leadership team.

As PUP enters this new chapter in its long and noteworthy history, the Director will bring a thoughtful and creative approach to identifying and adopting best practices in marketing, sales, and publicity for a publishing operation that reaches across the globe. In support of this work, the Director will oversee a current staff of 35. The following individuals currently report to the Director:

- Global Promotions Director
- Associate Director of Sales and Marketing
- Associate Director of Marketing
- Director of Copywriting
- Director of Sales
- Director of International Sales
- Head of Marketing, UK/Europe

With the recently implemented Virtuales/BIBLIO collection management system, and a new website in development with Area17 and set to launch in January, PUP continues to explore and invest in new technologies and best practices within the publishing industry. The Director will cultivate PUP's experimental culture through strategic technological and operational improvements, but most important, through the ongoing professional development of the Press's talented and diversifying staff.

OPPORTUNITIES AND CHALLENGES

The Director will be asked to further enhance the Press's strengths by addressing the following opportunities and challenges:

- **Collaboratively leading the development and implementation of an innovative, shared, strategic vision for the Press's marketing efforts:** Working with staff both inside the division and across the organization, the Director will lead an inclusive, transparent, and data-informed strategic planning process, which will include identifying key priorities, existing strengths and resources, and changes in the publishing landscape. Fostering a highly collaborative culture across the Press, the Director will facilitate as part of this strategic planning process the generation of ideas and processes that inspire persuasive and powerful partnerships with the editorial department. At all times the Director will bear in mind the Press's diverse catalog which includes general trade books, academic trade books, textbooks, and monographs. And as a leader of a global press, the Director will also bring to all efforts an understanding of the nuances around engaging readers from the US, UK and Europe, and Asia.
- **Leading and mentoring a knowledgeable and dedicated team of marketing, sales, and publicity professionals:** The Director will lead an experienced staff that is committed to sharing the Press's diverse catalog with engaged readers throughout the world. The Director will empower staff to be proactive in crafting creative, data-driven, and tailored marketing plans for all titles. To promote best practices, the Director will continue to ensure that staff have access to ongoing professional development opportunities. The Director will also make strategic staff assessment and hiring decisions that will make the best use of PUP's investment in the division and will ensure a diverse, inclusive, and equitable workplace.

- **Utilizing data analytics and a deep understanding of the national and global market to drive strategy and planning:** Building on the robust functionality of BIBLIO and an expert understanding of the market, the Director will translate high-level data analytics into clear, actionable priorities for division staff and the Press at large. The Director will lead an examination of how intelligent use of data can inform both individual campaigns and the practices of the department as a whole.
- **Leveraging the new technologies and trends shaping the publishing industry today:** As a knowledgeable marketing leader, the Director will have a deep understanding of the technologies and platforms that are shaping the field today. With its robust resources, the Press has always been supportive of strategic investments in emerging technologies and trends. The Director will lead the exciting and complex conversation around innovative uses of social media and other tools to drive effective campaigns and guide the Press in thoughtful investments in these areas.
- **Serving as a representative of the Press externally and building relationships across the industry:** In addition to serving as a collegial and positive member of the Press's core team, the Director will represent the Press publicly through engagement in a wide variety of external events and across diverse stakeholder groups. They will build relationships with authors, Board members, and across the publishing industry. As a senior leader, the Director will be out in the world, constructing the face and voice of the Press.
- **Thoughtfully aligning the structure and processes of the division with the collaborative culture of the Press:** The marketing, sales, and publicity teams must work hand in hand to create the kind of tailored campaigns that drive the Press's success with readers across the globe. The Director will further enhance this culture of collaboration by refining the division's workflows to empower the staff to do their best work both internally within the unit and externally in partnership with editorial and other key partners.

DESIRED QUALITIES AND CHARACTERISTICS

The Director will be an experienced, strategic leader who is deeply engaged in national and global conversations about the rapidly changing publishing landscape. The Director might come from the worlds of university or trade publishing, or from adjacent fields, as long as they have the requisite understanding of and passion for serving an educated and diverse readership. In addition, the ideal candidate will possess many of the following:

Strategic Vision:

- Have a sophisticated understanding of the challenges facing the academic and trade publishing industries in the 21st century and the ways technology, data, and creative strategies can support Princeton University Press as it further distinguishes itself in the crowded and dynamic landscape;
- The ability to formulate, articulate, and implement an innovative strategic vision for the use of information, data, and technology at PUP that advances bespoke and effective marketing campaigns that engage the Press's diverse readership;

- Experience leading a department or organization through an inclusive and collaborative strategic planning process resulting in a shared vision for the future;
- Experience setting and achieving long-term strategic goals as well as the temperamental and intellectual agility to respond effectively to urgent items as they arise;

Collaboration:

- The ability to foster collaboration across departments and divisions and develop new relationships both within the Press and throughout the national and global publishing industry;
- A desire to excel and innovate in partnership with a talented team in an innovative environment;
- A strong and visible personal and professional commitment to equity and inclusion and to creating and maintaining a professional climate in which all are welcome and can thrive;

Organizational Management:

- An open and transparent management style, a positive and optimistic spirit, and great aptitude for listening;
- Experience in organizational management, including assessing staffing, structure, policies, processes, and resource allocation to ensure the optimal functioning of the division;
- A record of success in recruiting, mentoring, empowering, training, and retaining staff and enabling them to perform to the best of their abilities; and,
- An understanding of the collaborative leadership structure within Princeton University Press, an understanding of the nature of the publishing industry, and a commitment to the Press's mission of sharing the best of the world's ideas and knowledge with diverse global audiences.

CONTACT

Please send nominations, applications, and queries in confidence and electronically to:

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