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**MUSEUM PRESS MARKETING MANAGER**

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**General Summary**

The Museum Press Marketing Manager maximizes revenues, increases visibility and creates strategic marketing plans for the Museum of New Mexico Press.

**Museum Press Marketing Manager**

**Jobcode: J3054**

**Pay Band: 70**

**FLSA Status: Exempt**

***Distinguishing Characteristics***

Plans and implements all marketing and sales activities for the Museum New Mexico Press.

***Minimum Qualifications***

Bachelor's degree and five (5) years of experience developing and implementing marketing plans for trade book publishers.

***Essential Duties and Responsibilities\****

- Plans and implements all marketing activities including publicity, promotion, direct mail, website copy and advertising and participates in key publishing decisions including recommendations on pricing, binding, cover design and titles.
- Works with distributors to coordinate all national and international sales activities for books published.
- Monitors publications inventory, makes sales calls to retail, wholesale, online and specialty buyers and sets projections, monitors revenues and tracks slow-selling inventory.
- Performs market research and sales analysis, provides sales and revenue projections and creates and implements publication sales strategies.
- Updates staff on sales numbers, marketing activities, and inventory.

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**Bargaining Unit:**

**Statutory Requirements:** N/A

**Conditions of Employment:** Working Conditions for individual positions in this classification will vary based on each agency's utilization, essential functions, and the recruitment needs at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**Working Conditions:** Work is performed in an office setting: late hours, weekends on-call and callback work may be required. Will be exposed to regular periods of video display terminal and keyboard usage and stressful situations. Travel is required. Possible exposure to irate clientele. Incumbent will work under stress and frequent time constraints.

**Established:** 12/5/2014

**Revised:** APB assigned 12/5/2014

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*\*Essential Duties and Responsibilities are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of duties. Classification description subject to change. Please refer to SPO website ([www.spo.state.nm.us](http://www.spo.state.nm.us)) to ensure this represents the most current copy of the position.*