

TITLE: <u>Electronic Publishing Coordinator</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PE345</u>
UNION: <u>P&amp;A, Local 1979, U.A.W.</u>	SALARY GRADE: <u>12</u>	EEO CODE: <u>30</u>
	FLSA: <u>Exempt</u>	E-CLASS: <u>PE</u>

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**POSITION PURPOSE**

Coordinate and participate in the development and implementation of electronic publishing technologies to support efficient information exchange and increase marketing and sales opportunities at the University Press. Provide specialized knowledge of electronic software tools utilized in the publishing, sales and marketing of scholarly books.

**ESSENTIAL JOB FUNCTIONS**

- Coordinate and participate in non-traditional electronic publishing initiatives; conduct feasibility studies and assess technologies which support electronic publishing, print on demand, web-based publications, vendor interface, reference libraries and maximizing the marketing and sales of University publications.
- Interface with all University Press operational areas to assess business practices and workflow; recommend and develop technological solutions and approaches to increase service delivery and efficiency. Design, implement and maintain intradepartmental databases and coordinate information storage requirements to support organizational workflow efficiency.
- Oversee and participate in the design, implementation and maintenance of the University Press website for on-line sales. Provide analysis of on-line sales data and service; investigate and recommend e-commerce solutions to improve marketing and sales efforts.
- Prepare reports and analysis of sales, financial and publication data. Respond to product data requests from chain, wholesale and internet retailers and bibliographical data services.
- Participate in special project initiatives. Interface with all service units within the Press providing data analysis support, troubleshooting and offering solutions to problems and providing alternative approaches to increasing sales and marketing operations and services.
- Perform related duties as assigned.

### **ADDITIONAL COMMENTS**

This classification is designed to coordinate and participate in the development and implementation of electronic publishing technologies to support the sales and marketing of scholarly books for the University Press. Work activities demand a considerable knowledge of and experience with book sales and scholarly markets coupled with proficiency in electronic publishing technologies. This position is expected to understand a variety of business practices and functional areas, analyze data for reporting purposes and serve as a technical resource providing problem resolution. This classification is assigned to University Press within the Division of the Senior Vice President and Provost Office. This classification reports to and receives direction from a management level classification.

### **MINIMUM QUALIFICATIONS**

- Graduation from an accredited college or university or an equivalent combination of education and/or experience.
- Considerable knowledge of and experience with sales and marketing of scholarly books.
- Strong analytical and problem solving skills.
- Reasonable knowledge and experience with database, web-site and electronic publishing software and related applications.
- Ability to establish and maintain effective working relationships with external vendors and clients.
- Excellent oral and/or written communication skills.
- Ability to organize and prioritize work assignments to meet established deadlines.
- Strong attention to detail.
- Typically, incumbents have had previous scholarly books sales and marketing experience.