

POSITION PROFILE

PUBLISHER, KAR-BEN PUBLISHING



ORGANIZATIONAL OVERVIEW

ABOUT LERNER

Lerner Publishing Group is one of the nation's largest independently owned children's publishers with more than 6,500 books in print. Based in Minneapolis since its founding in 1959, Lerner creates the highest-quality nonfiction and fiction content for children and young adults in a variety of subjects and formats, including board books, series nonfiction, young adult novels, digital books, databases, and more.

We believe learning never ends. It's a constant process, a result of interacting with the world around you. You engage in learning and the more you know, the more knowledge will reward you by opening your eyes and your mind. We strive to do just that for our readers and customers. Learn more at lernerbooks.com.

ABOUT KAR-BEN

Kar-Ben Publishing, founded in 1974, is an imprint of Lerner Publishing Group, headquartered in Minneapolis, Minnesota. With more than 400 titles in print, Kar-Ben is one of the largest publishers of exclusively Jewish-themed children's books in the world, publishing 16-18 new, high quality children's titles each year. Subjects include fiction and nonfiction for preschool through middle school, including Jewish holiday books, life-cycle stories, Bible tales, folktales, stories about Israel, and Jewish history, reflecting the rich cultural diversity of today's Jewish family. Learn more at karben.com.

MISSION

At Lerner Publishing Group, we meet our customers' needs by offering the highest-quality nonfiction and fiction content in a variety of subjects and formats. Our unique, engaging books for PreK-12 help librarians, educators and parents in developing a love of reading and learning among the children and youth they serve.

GOALS

CUSTOMERS. SIMPLICITY. GROWTH.

CORE VALUES

SUCCESS

We achieve our goals through determination, teamwork and follow-through.

CREATIVITY

We encourage imagination and new ideas, as we strive to delight our customers.

RESPECT

We treat our co-workers and business partners with the same consideration and integrity we expect.

EXCELLENCE

We deliver high quality products and services with simplicity and efficiency.

PUBLISHER, KAR-BEN PUBLISHING

TITLE

Publisher, Kar-Ben Publishing

REPORTS TO

EVP, Sales

SUMMARY

The Publisher of Kar-Ben manages the publishing program for Jewish interest books for children, from toddler through middle grade. Specific duties and responsibilities are described below.

DUTIES AND RESPONSIBILITIES

EDITORIAL AND DESIGN

- Acquire and review manuscripts
- Complete P&L analysis for all new/proposed acquisitions
- Manage author manuscripts and relationships
- Negotiate and initiate all contracts/payments with authors and illustrators
- Collaborate with Design team seasonally to create art profiles, select illustrators, and art direct
- Collaborate with Editorial to style manuscripts
- Create photo reference documents, when required
- Oversee annual creation of Kar-Ben's Jewish calendars including production, marketing, and sales
- Recommend monthly reprint and seasonal first print quantities based on sales results and forecasts

eBOOKS

- Collaborate with Digital Products Manager to contract Kar-Ben audio talent and technology

KAR-BEN SPOKESPERSON

- Act as spokesperson, representing Kar-Ben in the Jewish kid literature sphere; present at programs, conferences, and participate in interviews and articles

SALES AND MARKETING

- Manage relationships and inform key partners of publicity, marketing, and advertising activity, including PJ Library
- Create preliminary marketing notes for annual Kar-Ben Fall Trade and Educator Catalogues; review all proofs
- Oversee Kar-Ben's annual marketing calendar for print pieces, including due dates for catalogues, mailers, sell sheets, one-pagers, etc
- Oversee advertising for *Publishers Weekly* (including editorial calls for information), the *Jewish Book Council*, and the *Association of Jewish Libraries*
- Oversee Kar-Ben's Seasonal Book Box Subscription program
- Develop new sales and marketing initiatives
- Manage special sales projects
- Monitor, analyze, and track sales activities
- Review back cover copy, press releases, author bios, etc
- Present Kar-Ben titles at launch meetings, trade sales conferences, etc
- Work with customer service to ensure current database information

WEBSITE

- Oversee Kar-Ben's website at karben.com

ADMINISTRATION

- Create and regularly review Kar-Ben budgets
- Select publication dates each season
- Analyze competition and work with Sales to determine book pricing
- Manage staff

EXPERIENCE AND SKILLS

- Proven organizational and communication skills
- At least five years' experience in the book industry
- Ability to prioritize projects and daily tasks to meet goals and deadlines
- Excellent editorial and presentation skills
- Computer experience including Microsoft Word and Excel
- Some travel required

EDUCATION

- Bachelor's degree minimum

CONTACT

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