

A GUIDE TO Educational Publishing

01 ROLES



Sr. Director of Marketing
- marketing for higher ed
- 4 P's of Marketing

Production Director
- Leadership/Production Coordinator
- Scheduling, works with authors,
- Create custom products

Director of Digital Marketing
- Runs e-commerce, website, web design

Managing Director
- owns their own company
- creates e-book platforms

02 JOURNEY TO THEIR ROLES

Sr. Director of Marketing

- Started as a Sales Rep, moved to sales management & changed to marketing management

Production Director

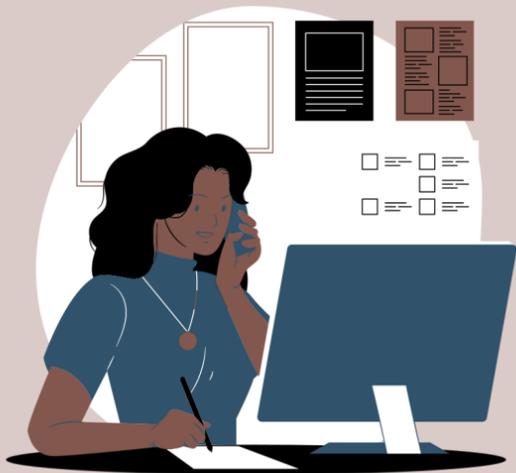
- York Alum degree in Geo
- Started as a clerk
- Started at the bottom, worked up through 7 different roles

Director of Digital Marketing

- York Alum degree in Communications
- started at a subscription box company

Managing Director

- Worked with 2 different companies
- Started as a sales rep
- created their own company



03 BEST PART OF THE ROLE

BEST PART OF THE ROLE

- work with the library & industry
- create better products
- every day is A new challenge
- company is always changing & evolving
- working with a team

04 MOST CHALLENGING?

MOST CHALLENGING?

- Covid made it hard to reach out & interact with customers
- Many had to change and adjust presented opportunities due to the pandemic

05 TRAINING AND QUALIFICATIONS NEEDED

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Expectation of university degree or college diploma
Master degree
Education course OR certification through google or online platform





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TRAINING AND QUALIFICATIONS NEEDED

- Sales experience for marketing
- Be collaborative and effective
- Excellent project management skill
- A strong analytical background with a proven track record
- Be able to work in fast complex organizations
- Good oral communication skill
- Good interpersonal skill

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A TYPICAL DAY...

A day in the life of educational publishing can be very busy and can be different everyday depending on your schedule. Your day can consist of:

- attending meetings with managers, web agencies, or senior leaderships
- setting appointments
- working on your projects with your team members
- negotiating rates
- interacting with librarians and faculty, informing them about new products
- dealing/fixing problems that arise with your program.



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INTERESTED? HERE'S SOME ADVICE:

- Know where you want to start in publishing & work your way up
- Be open to possibilities, as digital marketing has a variety of duties and roles
- A lot of training comes from outside of formal education
- Seek out training opportunities outside of the traditional educational space



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ADDITIONAL INFORMATION

- As times are changing, you are working with a lot of e-books instead of books
- It's more information industry than publishing
- It's a lot of web-designing
- Fun but challenging role

