

Position: Vice President Marketing

Industry: Publishing

Location: New York, NY

Responsibilities:

- P&L and strategic direction of all product lines in North American business including the Hispanic and the Canadian markets, ensuring maximum profitability and growth
- Traditional direct response media sources
- Direct strategic planning, budgeting, and forecasting
- Overseeing all marketing test strategy, analysis and reporting for current product portfolios
- Developing customized internet communications and alternative business models in overall business strategy for subscriptions, mini-series, annuals, one shots, add-ons and cross selling
- Establishing joint marketing relationships
- Managing marketing projects from start to finish
- Participating within global business units on product development and marketing strategy implementation

This position requires an MBA in Marketing, a minimum of 5 years of experience implementing a variety of direct marketing strategies with continuity products, minimum of 2 years of direct marketing experience with continuity products in the Hispanic market, and a balanced fusion of creative, analytical, business, marketing, and product management skills.

For more information regarding this position, please contact:

Tim Welo

Twelo@victoriajames.com

Phone: 203-750-8838 ext. 14