



## **Job Opening Announcement** **Marketing Manager**

**Goodheart-Willcox Publisher** is seeking a **Marketing Manager for the Health and Physical Education** product line for the K-12 channel. The ideal candidate will bring their expertise in product marketing to profitably grow revenue for the line and establish G-W as the leader in Health and PE (HPE) education for teachers and students.

### **What you'll do:**

- Create, execute, monitor, and track short and long-term HPE marketing strategies for the K-12 market.
- Manage and direct all aspects of the HPE marketing strategy, including advertising, branding, catalogs, copywriting, digital communication, direct mail, e-mail, partnerships, sales presentations, social media, tradeshow, videos, webinars, website, and other marketing initiatives.
- Direct the HPE Specialist on key tactics to generate leads and attract new customers.
- Support Editorial in the market research process—such as surveys, focus groups, or advisory panels—to drive sales and marketing strategies for new and existing products.
- Develop and lead event strategies for key conferences and trade shows.
- Partner with key associations and create valuable relationships that establish G-W as the partner of choice for HPE.
- Travel as needed to attend conferences, the home office, or other events.

### **What you'll bring:**

- Bachelor's degree required. Degree in marketing, sales, or business preferred.
- Minimum seven years marketing experience with progressive increase in responsibilities required.
- Experience in educational publishing preferred.
- Experience in middle school and high school markets preferred.
- Teaching, management, and K-5 experience is a plus.

### **What we offer:**

Goodheart-Willcox Publisher is an employee-owned company driven by our mission, “**We Build Careers.**” G-W has spent over a century building a culture that we are proud of and is centered around our Core Values of ***Do the Right Thing, Can-do Attitude, Roll Up Your Sleeves, Always Improving, and Collaborative Spirit.*** When you join our team, you will experience an environment of collaboration, empowerment, and respect.

We've carefully selected our benefits, including retirement options, with a focus on fostering the overall well-being of our employees!

- *Employee Stock Ownership Plan & 401(k) with match*

- *Wellbeing Program*
- *Wellness Reimbursement Program*
- *Cariloop – a Caregiver Concierge*
- *Pet Insurance*
- *Employee Assistance Program*
- *Generous Paid Time Off*
- *Social Activities and Events*

Goodheart-Willcox Publisher provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, ancestry and marital status, and other protected classes, in accordance with applicable federal and state laws.

In addition, Goodheart-Willcox Publisher complies with applicable state and local laws governing nondiscrimination of employment. This policy applies to all terms and conditions of employment, including, but not limited to hiring, placement, promotion, termination, layoff, recall, transfers, leave of absence, compensation, and training.