



Position Title: Bookstore Coordinator

Office: Care Net, Landsdowne, VA

Department: Communication and Marketing

Exempt/Non-Exempt: Full Time, Non-Exempt

Reports To: Associate Director of Marketing & Communication

Direct Reports: None

Summary Description:

The Bookstore Coordinator leads the operation of and improvements to Care Net's online Bookstore. The Coordinator creates and manages relationships with vendors and customers to drive and increase sales over time. The Bookstore Coordinator provides excellent internal and external customer service, and is responsible for inventory management of products, including collaboration with fulfillment vendors to deliver customer orders in a timely manner.

The Bookstore Coordinator will engage in phone, web, and email communications with customers and vendors. The Coordinator also manages, in conjunction with the Marketing and Communication Department, the development and execution of Care Net's product marketing to produce measurable sales growth according to tactical and strategic objectives. This includes guiding visual branding on the Bookstore's platforms to launch and promote products, assisting on product/pricing experiments, and using Care Net's Hubspot system to engage in email-driven marketing campaigns for Care Net's products, new and old.

Responsibilities:

- Resource Center Management:
 - Edits and manages Care Net's ecommerce website; addresses customer service needs associated with the online ordering; regularly creates Care Net's products, offers, or sales; manages store homepage graphics rotation; adds new products to system, adjusts product pricing, and categories; works with outside vendors to maintain optimal website functioning as needed.
 - Works together with the Affiliate Education Specialist on the Bookstore customer service pipeline, including overseeing internal/external customer communications throughout the transaction process.
- Resource Center Marketing:
 - Works with the Associate Director of Marketing and Communications to form marketing strategies, including regular sales and promotions, visual branding improvements, and new product launches.

- Writes marketing emails.
- Works with graphic design to produce graphics for the online storefront and guide overall Bookstore visual branding, as well as postcards and catalog mailings.
- Product Development
 - Participates in Care Net's product development process
 - Work alongside the Associate Director of Marketing and Communication to conduct surveys, polls, and other research methods to assess the product needs of Care Net's various audiences, especially pregnancy centers and their clients.
 - Works across Care Net departments, especially Center Services and Client Care, to research and conceptualize ideas for products and services that will meet the needs of Care Net's various audiences, including churches, pregnancy centers, and the general public.
 - Leads the conversion of appropriate existing print products and services to digital.
- Inventory Management:
 - Manages fulfillment vendor relationships; ensures inventory count and fulfillment/system accuracy.
 - Monitors stock levels stored at fulfillment vendor and forecasts future needs; creates Purchase Orders to replenish inventory and collaborates with accounting for entry into the system.
 - Works with the graphic design team to request quotes from print vendors to fulfill products that need to be refilled in inventory
 - Works with the rest of Mar-Comm to get new or updated products into inventory.
- Miscellaneous Financial and Resource Management:
 - Analyzes sales data, makes recommendations for marketing focus or sun-setting of products; pulls customer lists and sales reports as needed.
 - Works with the Finance Department to ensure that transactions are being properly recorded in the accounting system.
 - Manages product fulfillment and support related to Care Net webinars/ training.
 - Manages product fulfillment and support related to Care Net's annual conference.
 - Manages Care Net Bookstore's presence at annual conference.

- Other duties as assigned

Minimum Qualifications:

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.
- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission, and Core Values.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues.
- Bachelor's Degree from an accredited college or university, or equivalent work experience in sales, customer service, and/or materials and fulfillment vendor management
- Enjoys data, reporting, customer service, juggling duties and requests; demonstrates problem-solving and analytical skills, and can work independently in a fast-paced office environment; organized and detail-oriented
- Willing to manage and lead change efforts related to Care Net's Bookstore, owns processes and procedures, and makes recommendations for improvements
- Experience with (or savvy to learn) online systems/websites such as Hubspot and Shopify; database entry and querying
- Proficiency with MS Word and Excel; experienced with inventory management systems
- Excellent oral and written communication skills; outstanding customer relations

Preferred Qualifications:

- Familiarity with accounting systems and running sales reports
- Knowledge of printing process/printing industry
- Management of a product distribution center or similar operation

To apply:

Please send a cover letter, resume, and Care Net Employment Application to Jenna Tabelon, Associate Director of Marketing & Communication, at jtabelon@care-net.org. Be sure to include in the cover letter why you desire to work for Care Net, specifically the Marketing & Communications department.

Additionally, please include your responses to the following prompts:

- Please describe your relationship with Jesus Christ (250 words or less).
- Please describe your position on pro-life matters (250 words or less).

No phone calls please.