

Acquisitions Editor Wanted

Innovate. Educate. Create.

C&T Publishing is the leader in the quilt and soft-craft book market. We have a 25-year tradition of publishing innovative, accurate, and beautiful books.

C&T Publishing has an immediate opening for Acquisitions Editor based in our Concord, CA office. (While local candidates will be given priority, this position could be available for a remote workflow.)

The Acquisitions Editor provides strategic direction for our publishing program, acquiring more than 55 printed titles annually. Additionally, s/he ensures that all titles are contracted in keeping with the acquisition team's publishing strategy.

The Acquisitions Editor develops new authors, manages existing relationships to develop new book opportunities, develops series concepts, leverages repackaging opportunities of existing content, assists in the development of digital publishing, and manages the proposal submission and consideration process. Unlike other publishing models, the C&T Acquisitions Editor does not develop the books past contracting or follow the titles through the publishing process.

The successful candidate will have the ability to contribute new ideas for our acquisitions system. S/he will be a trend-spotter, having the unique ability to know what's next. S/he will have outstanding oral and written communication skills, with a well-developed ability to network. S/he will be goal oriented and creative as well as detail oriented and able to juggle multiple details while maintaining a big-picture strategic view. S/he will thrive working in a self-directed manner while still being an excellent team player and leader.

Minimum 4 years publishing experience, 2 years acquisitions experience required. Quilting and/or craft market experience a big plus.

For more about C&T Publishing, refer to our web site: www.ctpub.com.

Cover letter including salary requirements and resume to:

Gailen Runge
Creative Director
gailenr@ctpub.com

Essential accountabilities include:

- Develop proposals, consider unsolicited proposals, and solicit proposals to meet acquisitions goals and deadlines.
- Manage proposal routing process and lead interaction on acquisitions efforts with team.

- Participate in developing publishing strategy including digital publishing and ancillary product components.
- Research competitive titles and suggest marketing opportunities for acquired titles.
- Prepare and present competitive market research for current market conditions.

Additional accountabilities include:

- At all times effectively represent C&T Publishing to authors and contributors.
- Keep abreast of market conditions, trends, and needs through interaction with industry professionals.
- Travel to six (approx.) annual tradeshow and conferences. Be the acquisitions face of C&T Publishing at all attended events.
- Speak to groups of potential authors about the publishing process.

C&T is an equal opportunity employer. We offer medical and dental plans; sick days, holidays and vacation days; casual dress code; and a friendly, team-oriented environment.

Complete Job Description

Acquisitions Editor

The Acquisitions Editor is responsible for all C&T and Stash Books acquisition activities and strategizes with the acquisitions team for all non-book related products.

Statement of position goal:

To acquire all the best titles, only the best, all the time. Work with the editorial, sales, marketing, and management teams to bring the best possible titles to the company. Successfully manage the effort (and titles) from inception through contract and editor assignments, including formulating and fine-tuning content of all publications based on team feedback, to accept books that will meet or exceed sales goals. Successfully spot, communicate and go after trends that will become hot in the quilting industry. Represent C&T in a professional manner and be an easily available liaison with existing authors, potential authors, and consumers. Contribute well-thought-out and strategic feedback to the company's selection and refinement of all products and services.

Ongoing position goals:

- Must be able to spot and communicate trends for all imprints in a consistent and well thought out manner.
- Oversee acquisitions process so that the path from lead/contact to contract is both thorough and efficient.

- Bring in the required number of titles to achieve revenue requirements (spring and fall) that reflect the mix model requirements, including co-published titles.
- Slot books sufficiently in advance to allow for appropriate (per book) prepackage development.
- Successfully interface with authors/prospective authors/industry peers/do-publishers via phone/email/in person.
- Maintain contact with and maintain understanding of consumers (and trends).
- Mold manuscript from proposal to editor assignments including defining content in appendix with routing feedback to sell the most possible copies.
- Create and manage all contact with new authors from proposal through DE assignment.
- Offer critical feedback/influence on all of the company's products and services
- Expand our efforts to solicit proposals

Duties and responsibilities:

Internal Meetings

- Attend Slot Machine (acquisitions) meetings, submit and lead agenda items as necessary
- Present trend and industry news as appropriate to Acquisitions team
- Attend Editorial meetings to interface with editors on acquisitions issues, share acquisitions efforts with Editorial, and look for acquisitions possibilities.
- Attend Sales and Marketing meetings to present proposals, to interface with sales and marketing on acquisitions issues.
- Attend other meetings as needed, including Photo Planning Meeting, Kickoff Meeting, Focus Meeting and often smaller irregular meetings with Editors, Photo Studio and Designer for some Stash Books titles.

Proposal Oversight

- Ensure Proposal Guidelines are up to date.
- Log in proposals including managing the related work of the project manager (paper and database work). This includes letting prospective authors know proposal has arrived-usually via email or phone call.
- Log-in co-publishing opportunities.
- Ensure that all tracking systems are up-to-date: Proposals acknowledged in timely fashion and routing system proceeds efficiently.
- Present proposals to editorial.
- Get more information from author or industry research when needed.
- Assign proposal editors for all routing titles.
- Extensively research and document competitive data including Bookscan data and/or any other relevant facts/reader comments/feedback, complete all routing notes in the database, offer routing feedback/vote.
- Manage routing process when needed to move proposals along.
- Present titles to Sales Team and Slot Machine

- Manage the sending back of rejected proposals, rejection letters, and ensure rejection phone calls/emails are generated in a timely manner.

Acquisitions Outreach

- Attend Trade and Consumer shows as needed
- Develop long-term industry and author relationships that will support and improve all C&T brands
- Walk the floor of trade and consumer shows to mine for information and be easily visible and available to potential new authors.
- Formulate game plan for making new industry partner contacts at all Quilt Market shows.
- Assist in the planning and presenting of schoolhouse sessions at both spring and fall Quilt Markets.
- Follow up from show contacts within 5 working days of show.
- Conduct meetings with authors, potential authors, and industry contacts.
- Be C&T's & Stash Books representative at a wide variety of industry events.
- Give presentations to various groups on writing a book, working with C&T.
- Maintain and increase market knowledge by reading industry publications, regularly contacting a variety of industry colleagues, etc.
- Trend spot utilizing online and print fashion, design and interior design resources
- Explore new markets, attending shows, reviewing publications, searching the internet, making new contacts.
- Share the market knowledge with slot machine and company in general
- Perform author outreach program (broadcast emails and postcards), including maintaining Author Check-in log for keeping in touch with existing authors.

Authors

- Brainstorm/research appendices with editors
- Write appendices
- Perform and document in the database acceptance phone calls and follow up communication with the author. Send yippee letter.
- Send Author Guidelines, photo logs, packing lists, checklist, Illustrator and/or Photo guidelines where relevant, Author Resources Website link and other vital paperwork to authors.
- Address all acquisition inquiries
- Notify or manage the notification of potential author of acceptance or rejection, by phone or letter.

Database

- Manage the entry of all proposals and co-pubs into the database.
- Manage the creation of prepackage schedule for appendices.

Other

- Manage and report on status of Slotting by Revenue spreadsheet
- Assign package dates based on author time frame and auto ship

- Maintain current research of C&T competitors and on industry trends in general. Use this information to assist Slot Machine in developing a long-term acquisition strategy.
- Assist Creative Director in establishing a yearly acquisitions budget.
- Contribute regularly to the Stash Books Blog and the Stash Books Twitter account.
- Create Book Design Memo for Stash Books titles where appropriate.
- Acquire and manage submissions for collaborative titles including Design Collectives and other theme books. Goal: 1 per season.
- Maintain reference/competitive title library for The Creative Department specific to Stash Books and other imprints as they are developed.
- Create and present quarterly Sales Analysis to Slot Machine.
- Manage the contract negotiations for co-publishing titles.