



Acquisitions Editor (eLearning) For Growing Academic Publishing Company

Cognella, Inc. is a rapidly-growing, entrepreneurial, higher-education publishing company located in San Diego, CA. We work with faculty, authors and editors across the country to develop titles in a broad range of disciplines. We are looking to grow our Active Learning division (www.cognella.com/active), which creates and facilitates dynamic, interactive learning experiences within an online environment.

As our eLearning specialist, you will recruit instructors to design interactive courses within an assigned territory. You will partner with our editorial and acquisitions team to provide instructional design support, including consulting on best practices for online learning and content development. The Acquisitions Editor must be a skilled problem solver, able to probe for unmet needs, identify high priorities, and collaborate with a team to deliver a high-quality product.

We are looking for someone intellectually curious, a creative thinker and problem solver with a “fire-in-the-belly” to succeed. Our work is exciting – we partner with faculty to create materials that support student learning outcomes, are relevant, high-quality, and cost-effective for students – and we are looking to grow our team. This position is an integral part of the company, directly impacting our overall success.

PRIMARY RESPONSIBILITIES:

- Research market needs to identify opportunities for growth
- Call and email prospective author candidates
- Solicit proposals for review and negotiate contracts and royalty agreements
- For each project, complete a needs assessment to identify areas where digital content would be most impactful
- Collaborate with content authors and project managers to design audience-appropriate, state-of-the-art learning activities
- Work with internal teams (marketing, sales, production and technology) to communicate business requirements, expectations, and projections
- Create sales sheets highlighting enhanced classroom applications for potential adopters

QUALIFICATIONS:

Minimum Qualifications:

- Bachelor's degree
- Professional demeanor with solid communication skills; you must be a great conversationalist with an ability to “talk content” and be a peer with college professors
- Proven ability to identify, consult with, and close new client business
- Knowledge of educational trends, instructional design principles and the higher education market
- Strong track record of self-motivated, high-initiative, independent work with regular goal achievement

Preferred Qualifications:

- Experience in instructional design for higher education, including a variety of collaborative learning strategies, educational psychology theories, ISD methodologies (e.g. ADDIE, Dick & Carey, Bloom's Taxonomy), and evaluation strategies (formative and summative evaluations)
- Experience with publishing, editorial processes and higher-education content
- Experience with CRM systems and technology applications needed to work a large list of prospects
- Familiarity with eLearning authoring tools (e.g. Articulate Storyline, Adobe Captivate, Camtasia, Microsoft Office)





REPORTS TO Acquisitions Manager
STATUS Full-Time, Exempt
START DATE Immediate
LOCATION This is an inside sales position, and may be based out of our corporate office located in the Sorrento Valley area of San Diego, California or a home office of your choosing. Relocation assistance is not available for this position.

COMPENSATION Competitive salary, commission, and benefits package (health, vision, dental, generous vacation, holiday, and sick time, 401K matching plan, wellness and anniversary programs).

TO APPLY

For consideration, please e-mail a cover letter, résumé, and recent compensation history to careers-custom@cognella.com. All submissions will be held in confidence.

Cognella, Inc. is an Equal Employment Opportunity (EEO) employer.

Recruiters, please do not contact this job post.

