

SALES EXECUTIVE

JOB SPECIFICATION

JOB DESCRIPTION

- Maintaining contact with existing trade customers through telephone and email.
- Checking stock levels are appropriate and pre selling forthcoming titles.
- Working with shop owners and managers to maximise visibility and sales.
- Ensuring marketing material and systems are used effectively.
- Taking responsibility for maintaining a breadth of knowledge of all in print titles.
- Proactively identifying potential customers and opening new accounts.
- Continually maintaining the customer relations database.
- Organising book signings and events in conjunction with marketing.
- Feeding back publishing opportunities to the publishers.
- Being aware of competitor activity and feeding back to the team.
- Consistently expanding computer knowledge and applying available systems.

ESSENTIAL SKILLS

- Good telephone manner
- Good writing and presentation skills
- Self motivated
- Highly organised
- Computer literate
- Good time keeper
- Lateral thinker
- Ability to work alone and as part of a team

DESIRABLE SKILLS

- Ability to multitask
- Enthusiastic
- Previous sales experience with extensive use of telephone and email
- If no sales experience, previous customer facing experience
- Interest in books and the written word