

JOB TITLE

Head of UK Sales

REPORTING TO UK Sales and Marketing Director & Walker Group Export Sales Director

JOB PURPOSE

To manage the UK sales team

To develop and implement a UK Sales Strategy

To help manage and deliver the UK Sales Budget.

To sell directly to Waterstones and develop first class relationship and sales strategy

RESPONSIBILITIES

1. Managerial responsibilities to include:
 - Manage the UK sales team to ensure the maximisation of sales: to include Sales Managers, Field sales team and freelance sales people
 - To develop first class relationships with all Key UK retailers
 - Produce monthly reports on UK Trade performance by key property and retailer
 - Develop, implement and monitor UK retailer strategies on key properties and brands
 - Manage and develop sales strategies by key author and brand. Review and analyse these regularly
 - Work closely with UK Trade Marketing Manager on creation and implementation of trade marketing campaigns
 - Work closely with consumer marketing and publicity to ensure the most coherent sales, marketing and publicity strategies
 - Work with Sales & Marketing Director on creation, monitoring and reforecasting of annual UK Trade Frontlist and Backlist budgets
 - Contribute fully and productively to Sales Conferences and Launch Meetings
 - Provide market feedback to all relevant company colleagues, including developments in UK retail landscape, both physical and digital
 - To fully understand and communicate when relevant to Walker business the current Children's Books market, backed up by Nielsen Bookscan data
 - Manage and develop the skills of the UK Sales Dept by giving practical guidance and assessing the need for training as required
 - Undertake regular appraisals and training to achieve efficient work practice and maximum sales
 - Represent UK Trade at Brand planning meetings, preparing sales figures beforehand and presenting UK Trade view

2. To be responsible for own budget. This would include:
 - monitoring title performance against budget target
 - monitoring customer's performance against target
 - planning expenditure on travel, entertainment and promotions
 - monitoring key account spend against target
 - submitting relevant documentation to support budget spend

3. To visit Waterstones head office on a regular basis to manage account and grow the sales through:

- presenting and obtaining subscriptions to new titles
- taking orders from backlist and initiating backlist promotions
- negotiating terms, discounts and returns within the parameters on keeping Walker's margin intact and profitable
- creating promotions and submitting suitable titles for bespoke promotions
- carrying out regular business review meetings
- analysing sales promotions in order to inform future strategies
- Maintain marketing spend and deal tracker for key accounts with the internal sales team
- building and maintaining customer relationships with key individuals
- Manage and review core stock .
- Manage the Regional Managers communication of all head office promotions/activity and core stock issues
- Work closely with the Trade Marketing Manager in the initiating and implementation of bespoke Waterstones promotion
- Work closely with marketing and publicity depts in co-ordinating consumer marketing and PR activity with Waterstones
- Work closely with Editorial with feedback on key Waterstones titles and sales trends

5. To be responsible for providing information to support decision-making process in acquisitions. This would include:

- Provide acquisition figures to Editorial for UK Trade projected sales.
- market information
- competitor information
- identification of sales/new product opportunities
- deal tracker up to date at all times

Attending in house meetings to contribute to title development/author progressions

6. To be responsible for maintaining own awareness of Walker product range in order to sell effectively. This would include:

- attending regular meetings and sales conferences
- reading advance information on material
- maintaining knowledge in competitor range/backlists through active information seeking outside company

7. To be responsible for liaising with Customer Service Department to ensure client/product information is updated. This would include:

- communicating with departments to update staff on new products
- actively seek information about own clients from Customer Service and Telesales
- ensuring efficient supply of books to customers via our distributor and dealing with any supply chain issues that may occur

KEY PERFORMANCE INDICATORS

- Achievement of sales targets
- Ability to grow key account revenue whilst protecting discount and margin.
- Ability to analyse commercial effectiveness of sales activity and use that analysis to develop sales strategies going forward
- Ability to produce and deliver incremental sales using creative thought and initiative bespoke to account base
- Accuracy, relevance and timeliness of sales reports
- Effectiveness of positioning/relationship with key client decision-makers

SKILLS, KNOWLEDGE & EXPERIENCE

Understanding of publishing process and product knowledge

Understanding of market and key customers

Full understanding and experience of Waterstones business

Financially and commercially astute with IT Skills, including strong Excel skills

