



Job Title: Key Account Manager, UK Sales

Job Purpose: To meet sales targets, selling to UK key accounts. To represent Walker in a professional manner at all times.

Reporting to: UK Sales Director

Typical Responsibilities:

1. To visit Key Accounts customers at head office on a regular basis to manage account and grow the sales through: This would include:
 - presenting and obtaining subscriptions to new titles
 - taking orders from backlist and initiating backlist promotions
 - negotiating terms in conjunction with UK Sales Director, discounts and returns whilst maintaining margins and profitability for Walker and any other third party clients we may represent in the future
 - creating promotions and submitting suitable titles for bespoke promotions
 - carrying out regular business review meetings
 - working with PR to recommend author events for this sector and attend where necessary
 - Maintain marketing spend and spend grid for key accounts with the internal sales team
 - building and maintaining customer relationships with key individuals
 - Manage and review core stock with accounts
 - Liaise with in house team with communication of all promotions/activity and core stock issues i.e. reprint activity

2. To represent key accounts in house. This would include:
 - establish need for particular products and feed this information into publishing meetings i.e. would expect attendance at A&D meetings and regular specialist market sector task/project meetings
 - build and maintain understanding of the market- collate data and use to inform publishing meetings
 - Suggest projected figures for accounts into the UK budget and then monitor actual sales against budget numbers.
 - Proactively work with Marketing and Publicity to develop bespoke activity to support retailers including tagging opportunities and third party tie in promotion.

3. To work with the Character editorial team, Walker Entertainment team and other editorial teams as appropriate to ensure good understanding of market trends and sales opportunities for the titles:

- developing and maintaining understanding the commercial market.
- submitting sales reports on activity, prospects, competitor analysis and market trends to Sales, Marketing and Editorial departments
- monitoring performance of key account budget and key account spend against targets

4. To be responsible for own budget. This would include:

- planning expenditure on travel, entertainment and promotions
- monitoring spend against target
- submitting relevant documentation to support budget spend

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

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

6. 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.
- 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 drift.

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

Attendance and contribution in key publishing meetings i.e. Acquisition/specific project meetings.

Developing into Specialist spokesperson in this sector both internally and externally.



Skills, Knowledge & Experience:

Minimum A level, graduate preferred

Experience at UK publisher selling to a range of commercial accounts.

Understanding of publishing process and product knowledge

Understanding of market and corporate customers

Financially and commercially astute with IT Skills

Critical thinking – ability to analyse information and make recommendations to the business

Personal Specification:

An excellent communicator, able to work well in a team.

Change management – able to move adapt to the changing market environment.

Business accumen – ability to assess the worth of deals.

Prepared by:

Name:	Katharine Smales	Signature:		Date:	
Title:	UK Sales Director	Department:	Sales, Marketing and Publicity		

***Note:** This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process and we would aim to reach agreement on any changes.*

