

Special Sales Executive

JOB DESCRIPTION

Department: Sales
Reports to: Head of Special Sales

Purpose of the Job

To assist the Head of Special Sales with the day-to-day running of the busy Special Sales Department. The successful candidate will provide full administrative back-up as well as managing accounts with responsibility for bringing in their own revenue.

The role will include working with existing customers to maintain and grow our business. Additional responsibilities will include identifying, researching and developing new business opportunities in the Premiums and Incentives market and Non Traditional (may include cold-calling).

Duties and responsibilities

- Managing a number of key customers in the non-traditional / book club market
- Providing sales support for all other Special Sales customers
- Involvement in the conception and creation of bespoke product for specific customers
- Regular customer presentations and follow-up
- Managing projects from start to finish, ensuring books are on budget and on time
- Working closely with Production to assure best costs
- Order processing and stock reservations
- Customer re-orders: checking stock, unit costs and liaising with stock control
- Liaising with Production and Warehouse to progress orders and deliveries
- Liaising with Production/Distributor to ensure that books are invoiced on time
- Liaising with other areas of the business to maximise sales opportunities
- Maintain/update the Special Sales Budget Forecast Grid
- Provide organisational and administrative support to the Special Sales, Editorial and Design team, including minuting meetings
- Uploading new Special Sales editions onto Biblio3
- Customer service/trouble-shooting
- Attending in-house meetings on an ad-hoc basis
- Attendance at Seasonal Sales presentations
- Prepare sales figures for board reports
- Other reports on an ad hoc basis
- Regular customer mailings
- Gathering and preparing sales material for all customer presentations
- Dealing with ad hoc requests from customers for information and material
- Maintaining customer records

Candidates will be expected to familiarise themselves with the market (competitor/customer activity, industry news), and the extensive Walker list.

Customer Base

Book Clubs
Book Fairs

Direct sellers
Mail Order
Non-traditional (high street)
Internet
Premiums and Incentives
Own Brand
Overstocks

Qualities and skills required

- Presentation and negotiation skills
- Good understanding of MS Excel
- Numerate
- Ability to work as part of a team but show initiative
- Ability to work under pressure and manage a busy workload
- Ability to communicate at all levels
- Ability to create customer presentations using PowerPoint or similar software
- Methodical and organised with an eye for detail
- Passion for children's books