



*Leading publisher of academic
archaeology worldwide*

Job Description

Sales and Marketing Manager

The company and goal

BAR Publishing is a leading publisher of frontline research in archaeology with a prestigious list of over 3,500 titles built up over 40 years. It is poised to take the next step by exploiting new opportunities such as digital publishing and Open Access while maintaining a commitment to high quality research. To achieve this, BAR is seeking an energetic, entrepreneurial Sales and Marketing Manager to shape and deliver its sales and marketing strategy.

The role and opportunity

The Sales and Marketing Manager will be a pivotal member of a small, friendly and agile team based in Oxford. The role involves increasing the sales and marketing reach of the company by identifying and prioritising key opportunities for individual front and backlist titles and sub-series in new and existing markets worldwide. The job holder will work with colleagues to design and implement a sales and marketing strategy with the view of longer-term vision for the business, setup systems and execute actions to deliver immediate results. This is a unique opportunity to form the role and make a real difference in a short space of time by helping to shape the future and build the presence of this forward thinking and well-respected company.

The person

We are looking for an excellent, commercially astute communicator with a focus on delivering results. You will be an energetic, capable self-starter comfortable working as part of a small team and on your own. You will thrive in the small business environment which encourages creativity and flexibility and personal responsibility. You will have sound experience of researching markets, delivering sales growth and developing networks. You should be excited by the potential of marketing through social media.

Personal qualities

- Entrepreneurial flair, sound commercial judgement, restlessness to make things happen and make a difference, owning decisions and growing in the role
- Competitive with a sense of fun
- Confident, clear and persuasive communicator whether talking to senior academics, making a business case, or writing arresting copy
- Calm and assured when dealing with complexity and change
- Ability to think on one's feet
- Passionate, driven and self-motivated
- Experience of managing customer databases
- Comfortable developing a strategy and managing the detail
- Maintains high standards and demonstrates integrity
- Good people skills in working with authors, researchers and in-house colleagues
- Enthusiasm for the potential offered by digital delivery and ability to exploit it
- Competence in business software and social media and willingness to keep abreast of new technologies and learn new systems
- Good organisation and prioritisation skills

Key duties

- Developing and executing strategies to marketing and sell both printed and electronic books to all relevant markets, including academics, authors, universities and libraries, government bodies and non-profit organisations worldwide to achieve sales targets and maintain profitability.
- Develop and build on existing business with both long and short term strategies
- List building/increasing and CRM
- Generate new business, identifying new opportunities
- Regularly report on sales targets and plans
- Provide strategic insight into the overall growth plan, feeding back market trends and competitor activity to the wider team
- Work closely with editorial to proactively deliver leads into the sales team
- Proactively find new customers through sales prospecting, developing contacts at professional bodies and conferences, making full use of both traditional and new sales techniques including social media
- Produce quality content pieces including brochures, fact sheets and multi-channel articles against briefs
- Produce direct mail and email marketing, print and online advertising, publicity and sales materials.
- Copy write and implement print and digital marketing campaigns through email, direct mail, social media and the website.
- Organise and occasionally attend relevant conferences.

The Ideal candidate will have

- A proven track record of meeting and exceeding sales targets
- The ability to negotiate and close a deal, using your exceptional problem solving skills, attention to detail and the ability to drive internal and external stakeholders to complete a task
- Knowledge of publishing or selling to the academic book market is essential
- Will be proactive and can demonstrate lead generation
- A good knowledge of the library market and of the technologies relevant to the market
- Previous experience of working with and selling to library consortia in the UK, Europe and worldwide is desirable
- Excellent communication and copy writing skills, Photoshop, InDesign and email software skills desirable

Salary £25,000 – 29,000; Commission TBD

Hours This is a part-time role, with some flexibility about the hours, with a minimum work week of 21 hours and the possibility to transition to a full-time role (salary will be pro-rated). Some requirement for travel to conferences and to meet customers.

Location Oxford, UK

Start March/April 2019

Closing Date 20-2-2019

Interested? We look forward to receiving your complete application (cover letter, CV, names of two referees and latest salary) sent to Birgit.Thaller@barpublishing.com