



## Job Description

### European Ambassador Sales Manager

**Reports to:** Gautam Bhasin, European General Manager, with dotted line to Nancy Traversy, CEO.

**Location:** Barefoot Books Studio, 294 Banbury Road, Summertown, Oxford

#### About Barefoot Books

Barefoot Books is an award-winning, independent children's publisher specialising in carefully crafted books, gifts and digital content to help children on their journey to become happy, engaged members of a global society. With offices in North America and Europe, our working culture is fast-paced, collaborative, innovative and entrepreneurial. Since 1992, Barefoot Books has created more than 500 books and complementary gifts for children that use timeless stories and captivating illustrations to encourage discovery, creativity and global awareness. Our goal is to build a world-wide network of story-lovers who recognise the importance of imagination in children's lives. Barefoot Books are available in our Studios in Oxford, England and Concord, MA, in schools and libraries, through our fast growing, grassroots community of independent home-based Ambassadors, and through our carefully selected retail partners.

#### Position Overview

Working as an integral member of the Global Community Relations Team, the European Ambassador Sales Manager will develop and execute a strategy for rapid growth of the Ambassador Sales Programme in Europe. Key responsibilities will be to mentor, coach, develop and motivate Ambassadors and Leaders to meet their sales, recruitment, activity and productivity targets with a view to meeting overall company sales objectives.

#### Responsibilities

- Assume responsibility for driving engagement, activation, productivity and sales in the European Ambassador Programme to achieve overall company monthly, quarterly and annual sales targets.
- Work closely with the Global Community Relations Director, the North American Ambassador Sales Director, the Group Training and Development Manager and the Global Customer Service team to develop, communicate and execute key new programme initiatives, challenges and incentives, training and development workshops, online training, conference calls and conferences.
- Leverage high profile Oxford Studio to attract and train new Ambassadors, including recruitment workshops, product and programme presentations, leadership training, etc.
- Identify key areas of growth, both in terms of up and coming Ambassadors, and potential new markets.
- Develop and host workshops, sponsoring events and team meetings in promising markets around the UK and Europe.
- Work closely with North American Ambassador Sales Director and Group Training and Development Manager to develop a combination of outreach and set piece training opportunities to help Ambassadors reach their goals and establish strong Ambassador Leaders in key regions.
- Mentor, coach, develop and motivate new and existing Ambassadors and Leaders to grow their businesses and meet their personal sales, recruitment and productivity goals.





### Requirements

- Minimum of 5 years' experience working in a direct sales environment managing a direct sales team, preferably both in the field and also in a head office position
- Proven track record as a sales trainer or a performance manager developing direct sales consultants
- Experience providing classroom training, coaching, motivation and performance management
- One-to-one and group sales training and development experience
- Collaborative, creative, energetic and empathetic leadership style with the drive, ambition and ability to motivate a network to achieve results
- Strong, forward facing personality embracing a customer-focused ethos
- Passionate interest in arts and education and grassroots, community-based business models
- Demonstrated integrity, maturity and a constructive approach to challenges
- Adaptable, flexible and positive approach to managing change in a fast-moving, entrepreneurial culture and a rapidly changing business landscape
- Love of books and a real appreciation for their importance in children's lives
- Strong connection to the Barefoot Books offer and story

To apply, please email your CV and covering letter to [gautam.bhasin@barefootbooks.co.uk](mailto:gautam.bhasin@barefootbooks.co.uk).

