



## **Sales Assistant**

**Cambridge, MA**

Barefoot Books is looking for a proactive, motivated and highly collaborative new colleague to join our sales team. Reporting to the Trade Sales Manager, North America, the Sales Assistant role will offer the right candidate an exceptional opportunity to own and execute concrete tasks to support key sales goals across all business channels. This is a full-time position with benefits.

### **What you'll do:**

This role is designed to support key revenue-driving initiatives. The right candidate will be a strong project manager, outgoing, highly organized, detail-oriented and possess a desire to enhance their professional experience and lay the foundation for career growth. Key areas of focus for this role will include sales marketing, event organization and administrative and support responsibilities across our domestic and international trade and rights business.

### ***Sales marketing***

You'll proactively manage the constant outflow of materials and content that is critical to promoting our publishing offer to key accounts, prospects and other sales contacts.

- Manage receipt of pre-publication materials (F&Gs and advanced copies) and execute sample mailings, including drafting cover letters (seasonal)
- Create and maintain digital assets including presentations, sell sheets and digital copies
- Provide materials, including biographies, photos, interviews, reviews and marketing plans, to prospects as directed by Sales Team members
- Oversee day-to-day mailings of sample copies at the request of Sales Team members
- Assist with seasonal catalog mailings by maintaining and verifying customer mailing lists

### ***Event organization***

You'll help maximize our participation at conferences, trade shows and sales meetings throughout the year.

- Maintain an events calendar and track budgeted and actual expenditure per event
- Coordinate all logistics for major events including research, registration, inventory needs, shipping logistics, booth requirements, etc.
- Arrange the schedule for event personnel, including business meetings, dinners, etc.

- Assist Sales Team members in preparing for events with appropriate materials, presentations, etc.
- Coordinate strategic post-show follow-up, including sample mailings
- Assist with proofreading of event-specific marketing materials

### ***Administration and support***

You'll oversee many of the internal systems and processes that keep our dynamic sales environment operating seamlessly.

#### General

- Maintain accurate product metadata information and provide to trade partners as requested
- Assist Sales Team members with fulfilling requests from key trade partners
- Correspond with trade partners as directed by Sales Team members
- Manage internal purchase orders generated by sales initiatives and coordinate with Finance team for payment

#### Rights & Licensing

- Maintain Rights & Licensing contact database and record of submissions
- Monitor and identify publishing contracts due for renewal and royalty statements
- Assist in the administrative process for rights and licensing contracts
- Provide support in correspondence with publishing partners
- Maintain foreign editions library and organize mailing of published copies to authors and illustrators

### **We're looking for someone with:**

- A Bachelor's degree with at least one year of professional experience, publishing industry experience preferred
- Experience using Excel, PowerPoint and related software
- Excellent communication skills, including high comfort level on the phone
- The drive to self-start and resilience to problem-solve while working as part of a team
- A flexible work style with strong time-management and collaboration skills
- Interest in a multi-channel sales structure in a fast-paced, entrepreneurial environment
- A positive attitude and infectious excitement for children's books!

### **To apply:**

To apply, please email your resume and cover letter to Elina DeVos, Trade Sales Manager, North America, [elina.devos@barefootbooks.com](mailto:elina.devos@barefootbooks.com), RE: Sales Assistant.

## **About Us:**

**“The standard for excellence in children’s books” — *Forbes***

Founded in England in 1992, we are an award-winning, independent children’s publisher based in Cambridge, MA, with a mission to share stories, connect families and inspire children. In 2017, we were named by Forbes as one of the [25 Best Small Companies in America](#).

We have created more than 600 books, spoken word stories, music, animations, characters, puzzles and games that open children’s hearts and minds to our wonderfully diverse world. Our first app, [Barefoot World Atlas](#), has had 4 million+ downloads and was selected by Apple as one of their top 10 apps of all time. Our [YouTube channel](#) has over 130 million views.

However, our proudest accomplishment is to have put over 25 million books into the hands of children around the world. Renowned for our pioneering approach to creating and marketing high-quality, diverse and inclusive children’s books, as well as our colorful, collaborative and fun working culture, we have laid the foundations to grow Barefoot into a timeless global family brand for the very best children’s content. See our [Barefoot Manifesto here](#).