



Barefoot Books

step inside a story

Director of Trade Sales

Concord, MA (hybrid/flexible)

Who we are:

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

We are an award-winning, independent, women-owned and run, children’s publisher founded by two mothers in England in 1992 and now based in gorgeous, colorful offices in Concord, MA. In 2017, we were named by Forbes as one of the 25 Best Small Companies in America.

From the very beginning, our books have represented a vast array of cultures and perspectives, while also providing children of all backgrounds a mirror of their own experiences. Today, we have grown into a vibrant and diverse community focused on sharing books and gifts that inspire children to be compassionate, creative and curious global citizens.

For three decades, we have worked with talented writers, storytellers, illustrators and musicians from all over the globe to create nearly 1000 books and gifts that open children’s hearts and minds. We are a creative, passionate and driven team who love coming to work and making the best possible children’s books on the market, with the best possible people.

As we embark on our 30th anniversary year, we are celebrating many achievements, including a recent nomination for the Bologna Prize for the Best Children’s Publishers of the Year Award. However, our proudest accomplishment in our 30-year journey is to have put more than 30 million books into the hands of children around the world.

We are looking for:

We are seeking a forward-facing, proactive and highly collaborative new colleague to join our small, mission-driven team. This leadership role encompasses overseeing sales strategy and execution, and driving growth across all traditional trade channels, including book trade wholesalers, educational and library distributors, and both national and independent bookstores, in North America and the UK.

Reporting to our Global Sales Director, the Director of Trade Sales will work closely with other members of the sales team, as well as the marketing and operations teams. This is a full-time position with benefits.

Who you are:

You have at least 5 years experience in a sales management role, ideally within the publishing industry, and are looking to apply your skills and expand upon them. You're versatile and thrive in a fast-paced, creative environment. You enjoy owning a book of accounts, executing concrete tasks and meeting sales goals. Above all, you understand relationships (both internal and external) rule the day, and you take the time to listen and respond to the needs of clients and colleagues. You have strong communication skills, both written and verbal; you appreciate efficiency, but you also recognize when a more bespoke, nuanced approach is necessary.

What you'll do:

The Director of Trade Sales will be responsible for a robust portfolio of North American and UK-based accounts, both house and repped, that serve the book trade and education channels. Through a combination of sales preparation, execution and follow-up, strategic business development and prospecting, your aim is to strengthen relationships and foster new ones. Key areas of focus for this role include:

- Managing day-to-day business for an established book of accounts across aforementioned market channels
- Seasonal presentations to independent reps, distributors, collection development and catalog merchandising teams
- Conducting business reviews with account stakeholders to achieve growth goals
- Regular check-ins with independent reps and distributors in the US, Canada and UK/mainland Europe
- Analyzing individual account performance as well as broader sales trends/demand
- Proactively identifying prospective customers and develop inbound sales leads
- Participation in regular sales budget forecasting and inventory planning
- Providing valuable insight on future publications from the perspective of these markets
- Traveling to conferences and to meet with clients in-person as needed

We're hoping to find some someone who:

- Has 5+ years experience in sales account management in the publishing industry, children's publishing experience a plus
- Enjoys meeting new people as well as building long-term relationships
- Loves finding the happy place between what we do and what the client needs
- Has excellent communication skills, is a confident presenter and skillful negotiator
- Is highly organized with an innate attention to detail and strong execution skills
- Finds personal goals motivating but also enjoys collaboration and shared wins
- Is willing to travel to meet customers and prospects, and attend trade shows
- Connects with Barefoot's mission to open children's hearts, minds and worlds

We offer:

- A flexible, hybrid working culture
- A friendly, welcoming and inclusive working environment
- A competitive salary and bonus
- Personal medical and dental benefits
- Participation in the company's 401k plan
- Paid holidays, sick and personal time off
- Opportunities for growth, professional development and mentorship

As a publisher whose core values focus on respect for the world's diversity and opening doors to underrepresented voices within the publishing industry, we strongly encourage candidates of color to apply.

All qualified applicants will receive consideration for employment without regard to race, national origin, religion, age, color, sex, sexual orientation, gender identity, disability, or protected veteran status.

To apply:

To apply, please email your resume and cover letter detailing your interest in the role to Nancy Traversy, CEO at nancy.traversy@barefootbooks.com.