

To apply, please send your covering letter and CV to enquiries@inpressbooks.co.uk with the subject header JOB APPLICATION

Inpress Sales & Marketing Manager

Salary: £28,000 - £32,000 dependent on experience

Duration: Full time

Location: Newcastle upon Tyne, hybrid working acceptable with a commitment to at least one day in

the office

Closing date: 12.00 Friday 6th October 2023 Interviews: Thursday 12th October 2023

About Inpress

Inpress is the leading sales and marketing agency for independent literary publishers, offering print ebook and audio representation to the book trade. Working with 70 of the UK's most vibrant and innovative independent publishers, Inpress has an excellent reputation for quality within the book trade and has consistently achieved sales growth year on year. We have ambitious targets for the forthcoming years. Inpress is funded by Arts Council England and is a National Portfolio Organisation. We partner with BookSource in Glasgow who manage warehousing and distribution for our client publishers.

The Opportunity

We are looking for an experienced marketing professional to join our dynamic sales and marketing team. You will act as the first line of support to the MD, the publishers Inpress represent and the Inpress sales team. You will be responsible for designing and implementing sales and marketing strategies to promote independently published titles to the book trade in the UK and abroad. Working closely with the Key Account Sales Manager, you will manage monthly sales strategy meeting and be responsible for all Inpress newsletters to the book trade, designing and circulating selling materials to support the UK sales team and international agents. This role is absolutely crucial to the successful of Inpress' sales and marketing activity and in achieving our growth plans. You will be supported by a Sales and Marketing Administrator who you will line-manage and will report in to the Managing Director.

Purpose

- To provide Inpress sales teams with the necessary tools to successfully sell-in Inpress titles
- To maintain excellent relationships with the UK and International book trade
- To successfully promote Inpress publisher titles through marketing strategies to the trade and direct to consumer
- To liaise successfully with client publishers

Key skills

- Copywriting, content editing
- Sales & Report writing
- Direct & Online marketing
- Project Management

- Design for Print and online
- Website and Data management
- Social & Digital marketing strategy
- Organisation and Hitting Deadlines

Sales & Marketing

- Managing the marketing budget
- Responsible for overall Inpress marketing strategy; trade, online and socials
- Creation and distribution of in-house generated marketing materials in both print and digital formats
- Creation and distribution of Inpress email marketing
- Ensuring timely distribution of title information and marketing materials to sales reps
- Managing independent bookshop relationships; generating sales, coordinating events and raising awareness of Inpress publishers.
- Managing bespoke trade promotions
- Responsible for marketing analytics
- Responsible for tracking sales, dues and returns from key retailers
- Ensuring publishers' titles are correctly represented on major online retailer sites.
- Responsible for managing the publisher/trade critical path
- Responsible for the line management of the Sales & Marketing Assistant.
- Presenting quarterly marketing reports to MD
- Ensuring ebook promotion is in line with print
- Responsible for the management of Inpress website (using Shopify), including book and ebook sales
- Managing Inpress' social media presence
- Special events programming and marketing

Business / Client Development

- Maintaining excellent relations with our client publishers,.
- Lead on use of the data management system Consonance, providing training sessions and user support.
- Assisting on implementation of ONIX feeds to key trade partners.
- Managing the day-to-day relationship with our distribution partner BookSource, troubleshooting problems and checking data for accuracy.

Person specification

	Essential	Desirable
Sales & Marketing	 Demonstrable print and e book sales experience Demonstrable publishing marketing experience Digital and Social Media Marketing expertise Ecommerce experience managing a commercial website 	 Poetry / literary fiction expertise and sector knowledge Knowledge of full publishing processes Event management experience Audience Segmentation Report writing

	 Knowledge of book industry supply chains for print and digital Knowledge of Microsoft Office Software Design knowledge of In-Design and other Adobe software Excellent copywriting skills Content editing Knowledge of online analytic tools i.e. Google Analytics 	 Knowledge of Mailchimp e- marketing platform Knowledge of Shopify
Publisher client liaison	Experience of customer management and relationship building	Knowledge of the UK independent publishing scene
Other	 Experience of working with a book distributor Strong organisational skills Excellent people skills Self-motivated Good team player Willing to travel to events 	Knowledge of Arts Council England's Let's Create strategy

Performance measures

- Timely production of marketing materials
- Timely production of agreed marketing analysis
- Achieving agreed overall business sales targets

Equal Opportunities

Inpress is committed to supporting diversity in our workforce and ensuring an inclusive environment where all individuals can succeed. We encourage applications from all and seek to employ a workforce representative of the publishers and markets that we serve.