



# Barefoot Books

*step inside a story*

## Trade Sales Associate

West Concord, MA

**We are looking for** a forward-facing, proactive and highly collaborative new colleague to join our small, mission-driven team. This high-touch, outcomes-based role will seek out, support and grow sales relationships within our trade channels, both US-based and international, including retailers, reps and wholesaler/distributors. This role will offer the right candidate an exceptional opportunity to own and execute concrete tasks to support key sales goals.

Reporting to our Global Sales Director, the Sales Associate will work closely with members of the sales, marketing and operations teams. This is a full-time position with benefits, based out of our West Concord, MA office.

**You are** energetic, curious and innovative, an out-of-the box thinker. You enjoy learning new things and contributing ideas. You're versatile and thrive in a fast-paced, creative environment. 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, and you won't hesitate to walk over to a team member's desk to talk through a project, or pick up the phone to consult with a customer. You'll seek out opportunities to streamline communications, but also recognize where a more bespoke, nuanced approach is necessary.

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

In collaboration with relevant managers, you will:

- Engage with top-performing and niche retailers, including top children's bookstores, catalogs, museums, etc., establishing yourself as their go-to for business-related opportunities, recommendations and materials;
- Learn the functionality of our Magento e-commerce website as it relates to retailer ordering; approve online account registrations for this user type and monitor engagement and order activity;

- Strengthen established relationships and forge new ones within the US specialty sales market including catalogs, retailers and smaller subscription boxes with whom the Barefoot offer would resonate;
- Expand upon our regular support of international accounts, reps and distributors including: preparing, updating and sharing each new season's materials; responding to requests and 'over the transom' queries; follow up on potential new business; reviewing and confirming orders that come direct before forwarding to the operations team;
- Recognize the potential of any account that could rise to the level of a key Barefoot partner and introduce them to the relevant sales manager;
- Collaborate on initiatives that span the business, including sales opportunities with contributors, organizing attendance at industry events and conferences and seeking new opportunities to promote Barefoot. Some travel may be required, when safe to do so.

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

- Has a positive, outgoing, roll-up-your-sleeves approach, with a genuine appreciation for children's literature and belief in the Barefoot Books mission.
- Is a driven self-starter with a natural curiosity to learn new things, never hesitating to ask questions or share ideas;
- Thrives in a fast-paced, entrepreneurial environment, with the flexibility to switch gears when needed;
- Values and nurtures strong relationships with colleagues and clients;
- Brings at least 3 years of professional customer success/sales experience; an understanding of book publishing a plus;
- Once up and running, has the ability to problem-solve and work independently but collaboratively within and across teams;
- Is highly organized with outstanding verbal and written communication skills;
- Is experienced using Microsoft Office Suite, Google Docs/Sheets/Slides, Dropbox and an online project management program.

### **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 Concord, 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 700 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 250 million views. A big part of our work is to support literacy initiatives across the globe and in 2019, in partnership

with Books for Africa, we shipped 300K books to HIV / AIDS orphans and their caregivers in Mozambique.

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](#).

