

Overview

This is an exciting opportunity to join The Walker Books Group, one of the world's leading publishers of books and content for young readers, renowned for its truly original publishing and outstanding quality. The National Account Manager to Readerlink will report to the Director of Retail Sales, with the management of one (1) account coordinator, and will work closely with marketing, inventory, and production to position our titles and lists for maximum exposure, sales, and growth across The Walker Books Group US publishers -- Candlewick Press, Holiday House, Peachtree, and their imprints.

Responsibilities include but are not limited to the following:

- Day-to-day management of the Mass Market channel including Target, Walmart, Wholesale Clubs, airport stores, and a wide variety of regional and national drugstore and grocery chains, working with Readerlink, the Mass Market's primary distributor, including regular sales calls, periodic business reviews, and management of cooperative advertising pools.
- Sets annual business goals and updates regularly. Discusses opportunities and challenges with the accounts in order to create accurate sales forecasts.
- Communicates to internal partners at all levels regarding major account activity such as significant orders, account strategy, opportunities, and risks.
- Participates in in-house meetings (i.e. launch, planning, presales, sales conference, monthly sales & marketing, and sales staff).
- Provides regular business and title feedback to publishing and sales management via written reports, new title call reports, and in-person discussions.
- Participates in title planning and provides feedback and information flow to editorial, marketing, production, and inventory departments.
- Responsible for critical sales analysis of POS in order to maximize supply chain efficiencies. Works closely with inventory management to secure appropriate stock and works with the retailers and wholesalers on emerging opportunities.
- Conducts regular quality assurance checks to ensure all online retailer product pages are optimized, working with Managing Editorial, Publishing Operations, Sales, and Editorial teams to troubleshoot issues.
- Works in conjunction with coordinator to prepare sales call and title submission materials, including PowerPoints and Excel grids.
- Strategically positions backlog/frontlist titles for merchandising and promotional opportunities based on consumer behavior and competitive analysis.

Qualifications and Skills

- At least 5+ years' experience in book publishing with direct selling experience
- Relevant Readerlink experience, familiarity with retailer functions and account management a plus

- Keen knowledge of children's books and the competitive marketplace
- Excellent sales analysis skills, including building a business plan, and ability to translate big picture strategy into clear measurable account tactics
- Ability to manage time effectively and meet strict deadlines consistently
- Must be a self-starter and self-motivated
- Excellent written and verbal communication skills; experience with public speaking preferred
- Superior attention to detail and impeccable follow-up with the account
- College Degree or equivalent work experience
- Willing to travel on occasion

This is a full-time position based in Somerville, MA, or New York, NY with the option for hybrid work. The salary range for this position is 70-77k based on experience. A comprehensive benefits package is offered including medical, dental, life and disability insurance; flex spending and 401k plans, voluntary benefits, generous paid time off and much more!

All children deserve to see themselves, their families, and their communities represented in the books they read. As children's book publishers, it is our goal to ensure that the books and content we publish authentically and joyfully reflect the world around us. As an employer, we are committed to creating and maintaining a supportive working environment where everyone is included, valued, and empowered to do their best and most creative work. As an equal opportunities employer, we welcome candidates from all backgrounds without regard to race, ethnicity, gender identity, sexual orientation, age, disability, religion, sex, or any other characteristic protected by law and those not yet protected by law.

To Apply: submit a resume and cover letter via e-mail to us-careers@walkerbooksgroup.com, referencing " National Account Manager, Readerlink"