

Sales & Marketing Assistant
Job Announcement
5/15/15

Berrett-Koehler is an independent publisher in Oakland, celebrating our 23th anniversary this year. We are dedicated to an ambitious mission: Connecting people and ideas to create a world that works for all. Through our innovative books in business, current affairs, and personal growth, we strive to challenge conventional thinking, introduce new ideas, and foster positive change on individual, organizational, and societal levels. We offer a work environment that is participative, flexible, and creative. We have over 700 books in print, publish about 40 new titles per year, have a staff of 26, and are a leader in digital publishing and online community building. We are seeking a sales and marketing assistant to become a valuable member of our sales and marketing team.

PURPOSE

- Help maintain and advance the BK mission through supporting the sales and marketing efforts of our trade distributor, staff, and authors.

RESPONSIBILITIES

- Work to make the sales and marketing department as effective as possible in its own operations and in its interactions with other departments.
- Help build new systems around monthly schedules of sharing information with our sales partners.
- Prepare and communicate accurate metadata and marketing information on our new titles and backlist titles to our key sales partners: our trade bookstore distributor, Ingram Publisher Services, and our direct sales fulfillment warehouse.
- Oversee the accuracy of title information in online databases and on bookseller websites.
- Create sales and marketing plans, reports, and promotion pieces for our authors and coordinate with them to gather endorsements.
- Prepare sales and marketing analysis of our trade distributors' sales on a weekly basis.
- Submit our books for awards throughout the year.
- Oversee our monthly launch meeting schedules and preparations.
- Oversee our exhibit planning for several trade shows per year.

QUALIFICATIONS:

- Excellent oral and written communication skills.
- Detail-oriented and have the ability to organize and manage many different responsibilities.
- Track record of performing responsibilities with accuracy, completeness, timeliness, and efficiency through paid and/or volunteer work.
- Track record of being accountable for meeting deadlines through paid and/or volunteer work.
- Undergraduate college degree.
- Be proficient at Office Suite for Mac (including Word, Excel, and Powerpoint) and Filemaker Pro or other database experience.

The preferred start date for this position is June 1.

COMPENSATION:

- Salary \$37,446.41
- Health, Dental, Disability and Life insurance
- Flexible Spending Account plan, 401K and ESOP

APPLICATIONS

To be considered, you must send resume and a detailed cover letter via email (several pages long if necessary), stating why you are interested in the position, your qualifications, your salary requirements, how you have been successful in similar jobs or volunteer work based on the qualifications above (please be specific about your accomplishments), and your personal qualities that account for your success to:

Berrett-Koehler Publishers, Inc.

Attn: Ginger Winters

gwinters@bkpub.com

Put in subject line: Sales & Marketing Assistant

See our website for further information: <http://www.bkconnection.com>

Berrett-Koehler Group is an Equal Opportunity Employer.