



Title: Children's Book Sales Manager - Financial Literacy

Job Description:

The Children's Book Sales Manager - Financial Literacy is responsible for developing and executing sales strategies to increase book sales for a publishing and media company focused on children's books that teach financial literacy. The primary objective of this role is to identify opportunities to drive revenue growth through the promotion and sale of the company's financial literacy books targeted towards children.

Key Responsibilities:

1. Develop and implement sales strategies to drive book sales, including but not limited to, promotional campaigns, partnerships, and targeted marketing efforts.
2. Build and maintain relationships with key accounts, including bookstores, libraries, schools, banks, and distributors, to get the financial literacy books into the hands of children.
3. Monitor sales data and market trends to identify opportunities for growth and adjust sales strategies accordingly.
4. Collaborate with marketing and publicity teams to ensure effective promotion and positioning of the company's financial literacy books.
5. Manage and motivate a team of sales representatives to achieve sales goals, including identifying sales opportunities within the education system or with curriculum and instruction personnel in school districts.
6. Prepare and present regular sales reports to senior management, including recommendations for increasing sales and reaching more children.

Qualifications:

- Bachelor's degree in marketing, business administration, education, or a related field.
- Strong analytical skills and ability to interpret sales data and market trends.
- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with key accounts, including schools and banks.
- Proven ability to develop and implement successful sales strategies.
- Experience managing a team of sales representatives.
- Knowledge of the children's book industry and understanding of the education system and curriculum and instruction process to get books into schools and banks that cater to children.