

**PACIFIC PRESS PUBLISHING ASSOCIATION
JOB DESCRIPTION**

POSITION TITLE: Trade Sales Director

REPORTS TO: Vice President of Sales & Marketing

SUMMARY: Leads out in the coordination and planning of sales for the Pacific Press trade book program. Function as the manager of the Pacific Press Adventist Book Center. Supervises the customer service department. Frequent sales contact with Adventist Book Centers and conference departments in the assigned areas that use Pacific Press products.

ESSENTIAL FUNCTIONS OF THE JOB:

- I. Function as the main sales person for the trade marketplace:
 - a. Make sales-oriented phone contact with the manager of each Adventist Book Center at least monthly.
 - b. Identify potential new customers (both wholesale and denominational departments/ministries/supportive organizations). Match them with products that might meet their needs. Contact them with effective sales presentations.
 - c. Travel as necessary to attend given camp meetings and other events for the purpose of promoting trade sales.
 - d. Work with the marketing team to create and implement a program for the sales of trade products to the Adventist market. Develop promotions for seasonal, monthly, yearly or special occasion sales.
 - e. Answer questions/solve problems for trade customers.
 - f. Assume an active role in promotion of PPPA periodicals through ABCs.
 - g. Collaborate with the acquisitions and title/cover committees to develop trade products.
- II. Supervise the customer service department:
 - a. Work with the customer service team lead to direct the customer service department.
 - b. Recommend candidates for hiring, fill out job evaluations, resolving any personnel issues, etc.
 - c. Find answers to their questions.
- III. Manage the PPPA Adventist Book Center:
 - a. Work with the employees of the internal Adventist Book Center to operate an Adventist Book Center on-site.
 - b. Oversee their work fulfilling customer orders from around the division.
 - c. Plan in-store and off-site events to maximize both profit and ministry impact to the Idaho Conference.
- IV. Maintain regular attendance at work.
- V. Comply with Pacific Press employee handbook guidelines.
- VI. This job description is not intended to be all-inclusive; the trade sales director will also perform other reasonable related business duties assigned by the VP of Sales and Marketing.

EXPERIENCE: Proven experience in Adventist Book Center leadership and/or a outside sales is preferable. Sales ability is mandatory (identifying new customers, matching them with PPPA products, convincing them to make a purchase). Willingness/ability to use independent judgment and discretion.

EDUCATION: A bachelor's degree in business or its equivalent in work experience, preferably in sales/marketing; the ability to read, write and communicate well in the English language.

I acknowledge that I have received a copy of this job description and understand that it is my responsibility to read and understand it. If I have any questions about this job description or my job duties, I understand that I should ask my Supervisor or Vice President. I understand that Pacific Press reserves the right to revise or change job duties and responsibilities as the need arises. I represent that I am qualified to perform these job duties with or without reasonable accommodation. I understand that this job description may be used as a tool to evaluate the performance of my duties. I understand and agree that this job description does not create a contract of employment or change my "at will" employment relationship with Pacific Press.

Acknowledgment

Date

November 2023

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