

PACIFIC PRESS® PUBLISHING ASSOCIATION
JOB DESCRIPTION

POSITION TITLE: Director of Trade Sales/Special Projects

REPORTS TO: Vice President of Marketing/Sales

PAY RANGE: \$1989 TO \$2983 bi-weekly

SUMMARY: Create new sales and marketing systems focused outside our traditional processes and products.

ESSENTIAL FUNCTIONS OF THE JOB:

- I. Work with Special high-volume/high-impact authors/customers/projects to create and implement marketing/sales/distribution programs.
- II. Operate a direct-sales program to churches and members in Conferences not served by an Adventist Book Center.
- III. Operate a promotional program to local churches in all NAD conferences.
 1. Promote direct from Pacific Press Publishing Association/distribute through the Adventist Book Center system.
 2. Work through local conferences/ABCs to create a network of local church representatives.
 3. Partner with these representatives to distribute information and/or sell through churches.
- IV. Sales support for several special marketing projects
 1. Subscription sales.
 2. The Called the Chosen.
- V. Event planning and display creation for off-site events
- VI. Collaborate with the acquisitions and title/cover committees to develop trade products.
- VII. Collaborate with the marketing and sales team to develop and implement selling strategies.
 1. Creating promotional videos
 2. Copywriting
 3. Publicity/Press Releases
- VIII. Travel as for the purpose of promoting and monitoring trade sales.
- IX. Maintain regular attendance at work.
- X. Comply with Pacific Press employee handbook guidelines.
- XI. This job description is not intended all-inclusive; the Director of Trade Sales/Special Projects will also perform other related business duties assigned by the Vice President of Marketing/Sales.

EXPERIENCE: This job requires a minimum of two years of work experience and proven expertise in sales and/or marketing. Applicants must have the ability to create and implement new solutions to problems, follow through with programs long-term, and use independent judgment and discretion. Knowledge of or experience working with Pacific Press products is a benefit.

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