

JOB POSTING

Job Title	Manager Sales and Business Development (one position)
Reports to	Director Business Development & Strategy
Location	Canadian Science Publishing 65 Auriga Drive Suite 203 (Hwy 16 and Hunt Club area) Ottawa, Ontario
Date	March 2018



Canadian Science Publishing, publisher of the NRC Research Press journals and *FACETS*, is the foremost scientific publisher in Canada. With over 50 highly skilled experts and an editorial team comprising some of the world's leading researchers, Canadian Science Publishing communicates scientific discoveries to over 175 countries.

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Canadian Science Publishing welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

General Responsibilities

There are two Managers of Sales and Business Development reporting to the Director of Business Development and Strategy. These positions support the Director Business Development with subscription sales growth and sustainability, revenue diversification and generation, coordination of contract services (including sales agents and publishing services), consortia sales, developing and implementing marketing and sales strategies, developing and launching new products, and participating in marketing activities and presentations. These roles share the resources of the Customer Service and Sales Coordinator.

Specific Duties

1. Sources new sales opportunities through inbound lead follow-up and outbound cold calls and emails in assigned territory.
2. Maintains and expands database of prospects within assigned territories.
3. Develops, supports, and manages current library consortia sales and renewals, and seeks out potential new consortia, either directly or through sales agents, and prepares proposals/quotes.
4. Manages third-party contracts in assigned territories for distribution, warehousing, contract marketing, subscription management (i.e. PPF), and advertising business, among others.
5. Manages day-to-day activities and issues with vendors and internal groups (i.e. Finance, IT).
6. Manages direct customer sales of certain products and routes opportunities to appropriate sales agents for further development and closure.
7. Develops and manages international and institutional distribution channels to ensure that CSP journals achieve maximum penetration in all markets.
8. Manages publishing services contracts, renewals and customer service-related issues for assigned clients; coordinates proposals for new publishing services clients as assigned.
9. Plays a key role in identification and business analysis of revenue-generating products and services with the goal to grow and diversity CSP's revenue sources.
10. Plays a key role in researching accounts, identifying key market players, developing relationships and generating interest in CSP products and services.
11. Supports Director Business Development in annual journal pricing review.
12. Develops and manages sales-related studies and research, conducting analyses and making recommendations.
13. Maintains an awareness of the marketplace, and changes or fluctuations therein.
14. Recommends/implements strategies to maximize revenues for all existing and new business areas.
15. Participates in the planning of sales, marketing, and advertising activities (such as direct mail/email campaigns, and conference/tradeshows exhibits), marketing tools for stakeholders (agents, librarians, etc.), and strategies for new products and services.
16. Demonstrates effective teamwork within the Business Development Group.
17. Develops and delivers sales presentations to potential clients.
18. Other projects as required.

Qualifications and Educational Requirements

1. Successful completion of a university degree or post-secondary education.
2. 5-7 years of relevant business and marketing experience in the STM publishing industry.
3. Sales experience in post-secondary education institutions (librarians and libraries).
4. Previous experience with managing sales agents and distribution markets.
5. Demonstrated sales achievement.
6. Experience with the development of new, revenue-generating products and services.
7. Proficiency with corporate productivity, web presentation tools, customer relationship management (CRM) systems, and Microsoft Office.
8. Excellent communication and sales presentation skills, with a strong telephone presence, and experience executing and documenting daily sales calls.
9. Strong listening skills.
10. Ability to manage people in a sales environment.

11. Ability to prioritize, and manage time effectively.
12. Ability to work independently and in a team environment.
13. The ability to exercise excellent content judgment in development and delivery of all communication material.
14. Possesses a highly creative approach.
15. Ability to work independently and in a team environment, taking direction from and providing leadership to numerous cross-functional groups.

Contact

Email: Astra Groskaufmanis, Director Human Resources
astra.groskaufmanis@cdnsciencepub.com