



Job description and selection criteria

Job title	Sales and Marketing Manager
Division	Gardens, Libraries and Museums (GLAM)
Department	Bodleian Libraries
Location	Clarendon Building, Broad Street, Oxford OX1 3BG
Grade and salary	Grade 6: £32,332 - £38,205 per annum
Hours	Full-time (37.5 hours per week)
Contract type	Permanent
Reporting to	Head of Publishing
Vacancy reference	168914
Additional information	<p>You are required to submit a CV and a supporting statement with your application, outlining how you meet each of the selection criteria for the role (see the 'How to Apply' section for further details).</p> <p>Please contact the recruitment team if you require the job description in an alternative format.</p>
Closing date	12.00 midday GMT Friday 10 November 2023



Job description

Overview of the role

As Sales and Marketing Manager, you will be a key member of the Publishing Team, responsible for all aspects of sales, marketing, stock management and publicity, setting the overall sales and marketing strategy in conjunction with the Head of Publishing and Managing Editor. You will maintain and increase sales by supporting current relationships and by developing new markets and marketing strategies. You will have direct responsibility for liaising with internal stakeholders as well as sales reps and distribution partners worldwide. You will also oversee the publicity for each title, liaising closely with and supporting the Publicist, with the overall aim of both increasing sales and also the profile of the Library as part of the overall communications strategy for the Bodleian Libraries.

Responsibilities

Sales

- Increase sales to meet agreed targets, identifying and exploiting new markets.
- Manage and optimize metadata including uploading, updating and dissemination via BooksONIX (or through the new publishing management software) to all agencies, relevant customers and distribution partners.
- Organize compilation of monthly and quarterly sales figures, analyse and check the sales spreadsheet report, check distribution sales reports and provide reports and figures as required.
- Advise on prices/discounts/print runs for all new title costings and reprints.
- Manage Amazon relationship.
- Liaise with and provide support material for UK, US, Australian and other international distributors, as well as UK and international sales agents as required.
- Prepare material for sales conferences; attend and present new titles at UK and US sales conferences where appropriate.
- Present new titles and provide support material to sales reps, rights agents and customers, supported by the Publishing Administrator.
- Prepare sales commission statements (either quarterly or biannually or annually as contracted) for sales agents as required.
- Liaise directly with key accounts not covered by Yale Reps or other agents, such as gift wholesalers, supplying title information and samples as required.
- Maintain regular communication with and provide support and title updates for the Bodleian Shop and Retail Operations Department.
- Develop additional international distributors or agents for territories where the Bodleian isn't currently represented in conjunction with the Managing Editor and Publisher.

Marketing and Publicity

- Plan and manage the design and production for the seasonal trade catalogues for the spring and autumn book fairs, as well as other printed material, overseeing distribution, supported by the Publishing Administrator.
- Manage existing and new title information on Bodleian e-commerce Shopify website, with the support of the Publishing Administrator.
- Develop and implement an in-house e-marketing strategy, liaising with the Communications and Retail Operations departments.

- Develop and implement trade and consumer marketing strategies for each title.
- Manage social media accounts.
- In conjunction with the Publicist, manage and develop publicity contacts and campaigns, arranging review copies as required and creating publicity initiatives to increase sales. Log all publicity for quarterly Committee meetings, and supported by the Publishing Administrator, keep copies of reviews, adverts and book mentions on file.
- In collaboration with the Publicist, organize publicity events and attend where necessary.
- Organize and attend Frankfurt and London Book Fairs, supported by the Publishing Administrator.
- Meet regularly with Retail Operations to increase sales through the Bodleian shops, present new titles and discuss marketing and publicity initiatives.
- Meet regularly with the Communications and Public Engagement teams to coordinate publicity and marketing efforts.
- Meet regularly with the Friends of the Bodleian administrator to promote the Publishing list to the Friends.
- Plan and manage all advertising.

Stock Management

- Regularly check the UK and US stock levels, flagging low stock in good time to facilitate reprints and stock transfers.
- Ensure all Australian stock orders are processed and tracked from request to delivery.
- Keep track of stock in transit and stock movements for all stock transfers.
- Manage overstocks, process remainders as per company policy and ensure any write-off stock is minimized prior to year-end.
- Manage internal circulation and requests, as well as reference copies.

Other duties

- Participate in a regular Annual Review.
- Undertake any necessary training identified.
- Comply with health and safety regulations.
- Comply with the policies and procedures set out in the Handbook for University Support Staff/Academic Related Staff.
- Any other duties that may be required from time to time commensurate with the grade of the job.

The Bodleian Libraries reserve the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Bodleian Library Publishing

Bodleian Library Publishing is regarded as one of the leading cultural publishers in the UK, interpreting library collections for a trade audience with flair. It has a diverse list, with a solid core of illustrated and non-illustrated trade. It also publishes exhibition related titles, gift, and scholarly and children's books as well stationery. The list covers a wide range of subjects drawn from or related to the Library's rich collections of manuscripts, maps, rare books, and

other printed ephemera. It also publishes for other cultural institutions in Oxford, including the Oxford Botanic Garden & Arboretum, the OU Natural History Museum, Pitt Rivers Museum, and the History of Science Museum.

For more information please visit: <http://www.bodleian.ox.ac.uk/about-us/publishing>

Selection criteria

Essential Criteria

- Extensive experience in a trade publishing sales and/or marketing role.
- Experience in managing book data.
- Experience in managing international sales accounts and marketing initiatives.
- Experience of creating sales reports, analysing and presenting sales and stock data.
- Strong communication skills, both written and verbal.
- The ability to work independently and prioritize own workload.
- A team-player, with a positive, can-do attitude.
- Experience of working with Amazon.

Desirable Criteria

- Proven track record in increasing sales and reaching sales targets, ideally with knowledge of managing key accounts and special sales.
- Experience of direct marketing, creating a design brief and the production of marketing materials, such as trade catalogues.
- Experience of preparing book data for an e-commerce website.
- Experience of working with support personnel.

The Bodleian Libraries reserve the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: <https://www.jobs.ox.ac.uk/pre-employment-checks>

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic,

commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.



Radcliffe Camera in Radcliffe Square

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information, please visit www.ox.ac.uk/about/organisation

Gardens, Libraries and Museums (GLAM)

The Gardens, Libraries and Museums (GLAM) group includes the providers of the major academic services to the divisions, and also departments with responsibilities including, but extending beyond, the immediate teaching and research needs of the University. The collections embodied within these departments are an essential part of the University's wider nature and mission. They are part of its heritage as the country's oldest University and now form a resource of national and international importance for teaching, research and cultural life; they also make a major contribution to the University's outreach and access missions.

For more information please visit: <https://www.glam.ox.ac.uk/home>

The Bodleian Libraries

The Bodleian Libraries at the University of Oxford is the largest university library system in the United Kingdom. It includes the principal University library – the Bodleian Library – which

has been a legal deposit library for 400 years; as well as 27 libraries across Oxford including major research libraries and faculty, department and institute libraries.

Together, the Libraries hold more than 13 million printed items, over 80,000 e-journals and outstanding special collections including rare books and manuscripts, classical papyri, maps, music, art and printed ephemera. Members of the public can explore the collections via the Bodleian's online image portal at digital.bodleian.ox.ac.uk or by visiting the exhibition galleries in the Bodleian's Weston Library.

For more information please visit: <http://www.bodleian.ox.ac.uk/>

How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

Supporting Statement

Please note that if you do not upload a completed supporting statement and a CV, we will be unable to consider your application for this role.

The inclusion of the supporting statement and CV is **a mandatory step** in the online application process.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description in your supporting statement.

All applications must be received by **12:00 midday (GMT/BST)** on the closing date stated in the online advertisement.

References

Please give the details of two people who have agreed to provide a reference for you. If you have previously been employed, your referees should be people who have managed you for a considerable period, and at least one of them should be your formal line manager in your most recent job. Otherwise they may be people who have supervised you in a recent college, school, or voluntary experience. It is helpful if you can tell us briefly how each referee knows you (e.g. 'line manager', 'college tutor'). Your referees should not be related to you.

Your referees will be asked to comment on your suitability for the post and to provide details of the dates of your employment; and of any disciplinary processes which are still considered 'live'. We will only take up references at offer stage.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

If you need help

Application FAQs, including technical troubleshooting advice is available at: <https://staff.web.ox.ac.uk/recruitment-support-faqs>

Non-technical questions about this job should be addressed to the recruiting department directly on recruitment@bodleian.ox.ac.uk

To return to the online application at any stage, please go to: www.recruit.ox.ac.uk

Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

Relocation

At the moment, the Bodleian Libraries is not offering relocation expenses to this post.

Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>. The University's Policy on Data Protection is available at: <https://compliance.admin.ox.ac.uk/data-protection-policy>

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at grade RSIV/D35 and clinical equivalents E62 and E82, which with effect from 1 October 2023 will be 30 September before the 70th birthday. The justification for this is explained at: <https://hr.admin.ox.ac.uk/the-ejra>

For **existing** employees on these grades, any employment beyond the retirement age is subject to approval through the procedures: <https://hr.admin.ox.ac.uk/the-ejra>

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Photographs: Copyright Bodleian Libraries, University of Oxford

Benefits of working at the University

Employee benefits

University employees enjoy 38 days' paid holiday, generous pension schemes, travel discounts, and a variety of professional development opportunities. Our range of other employee benefits and discounts also includes free entry to the Botanic Gardens and University colleges, and discounts at University museums. See <https://hr.admin.ox.ac.uk/staff-benefits>

University Club and sports facilities

Membership of the University Club is free for all University staff. The University Club offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>

Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service website includes practical information about settling in the area, including advice on relocation, accommodation, and local schools. See <https://welcome.ox.ac.uk/> There is also a visa loan scheme to cover the costs of UK visa applications for staff and their dependants. See <https://staffimmigration.admin.ox.ac.uk/visa-loan-scheme>

Family-friendly benefits

With one of the most generous family leave schemes in the Higher Education sector, and a range of flexible working options, Oxford aims to be a family-friendly employer. We also subscribe to the Work+Family Space, a service that provides practical advice and support for employees who have caring responsibilities. The service offers a free telephone advice line, and the ability to book emergency back-up care for children, adult dependents and elderly relatives. See <https://hr.admin.ox.ac.uk/my-family-care>

The University has excellent childcare services, including five University nurseries as well as University-supported places at many other private nurseries.

For full details, including how to apply and the costs, see <https://childcare.admin.ox.ac.uk/>

Disabled staff

We are committed to supporting members of staff with disabilities or long-term health conditions. For further details, including information about how to make contact, in confidence, with the University's Staff Disability Advisor, see <https://edu.admin.ox.ac.uk/disability-support>

Staff networks

The University has a number of staff networks including the Oxford Research Staff Society, BME staff network, LGBT+ staff network and a disabled staff network. You can find more information at <https://edu.admin.ox.ac.uk/networks>

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is an organisation run by volunteers that aims to assist the partners of new staff settle into Oxford, and provides them with an opportunity to meet people and make connections in the local area. See www.newcomers.ox.ac.uk