

JOURNEYWORKS PUBLISHING

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Journeyworks Publishing is looking for a Sales Director.

Journeyworks is a leading national publisher of health promotion materials. Our 600+ pamphlets, posters and booklets are purchased by public health departments, schools and universities, hospitals, medical clinics, and social service agencies. We are known for our creative, multi-cultural, easy-to-read products and our friendly, flexible customer service. Founded in 1995, we are a profitable and stable company with a great reputation in the public health and education fields.

We are looking for a Sales Director to turn our emerging in-house sales efforts into a robust data-driven sales program and help us expand beyond our current direct marketing efforts (catalogs, brochures, email marketing). This is an exciting opportunity for an individual who has a deep understanding of how to use data to drive sales campaigns and who also has the relationship building skills to personally cultivate and sell top accounts. Applicants must have a strong record of success in sales (experience selling to institutions/government entities is a significant plus), proven superior analytic and budgeting skills and the ability to motivate and direct staff.

Please see the attached job description for details on the responsibilities and requirements of the job. We offer a competitive salary and good benefits including health/dental coverage, PTO (paid time off) and a profit sharing pension plan.

Journeyworks is located in Santa Cruz, California, home to redwood trees, the Giant Dipper roller coaster, the famed surfing spot Steamer Lane, more state parks and beaches than any other county in California, and the University of California at Santa Cruz. We have the best of many worlds: We are ninety minutes from the art and culture of San Francisco, thirty minutes from the malls of San Jose and the golf courses of Pebble Beach, while also having year-around mild weather, clean air, great bookstores, a vibrant music and theater culture, and an open and progressive community.

For more information about Journeyworks please go to: www.journeyworks.com
For a PDF version of this job description, please go to www.journeyworks.com/jobs.asp

If you are interested in this position, please send your resume with a cover letter summarizing your interest, relevant experience and salary history and expectations to:

Judith Carey, VP
Search Committee Chair

Email: jcarey@journeyworks.com
Fax: 800-775-5853
Mail: 763 Chestnut Street, Santa Cruz, CA 95060

Sales Director Job Description Journeyworks Publishing

The Sales Director will be responsible for analyzing current sales trends from both within our current customer base and through current and emerging health promotion channels in order to develop sales strategies and grow sales revenue. He/She will direct and manage the sales staff while also personally developing profitable relationships with larger customers. He/She will work closely with Marketing to coordinate sales and marketing efforts and will use his/her customer knowledge and contacts to help in the planning for new products.

Responsibilities

- Develop, manage, motivate, and lead the sales staff.
- Establish sales goals by product or market category. Evaluate current sales data within categories and develop a strategy that will enhance customer coverage and increase sales.
- Develop and maintain strong relationships with key customers.
- Ensure sales goals are achieved by establishing sales goals for: revenue, # of new accounts, customer retention, and product/unit sales
- Develop analytic tools and metrics to support planning, sales reporting and sales performance management and effectiveness,
- Create and manage an annual sales budget.
- Assist marketing and product development teams by contributing to product and marketing strategy, by helping to develop new products to keep pace with changing customer needs, and by working with Marketing to conceptualize, launch, and manage special promotions.
- Help to develop new initiatives or opportunities in digital publishing.

Qualifications:

- Five to ten-plus years in health related publishing including sales to public health programs, medical clinics, hospitals, social service organizations and schools.
- Seven-plus years in sales and sales management positions including experience in managing telephone sales.
- Significant experience in government sales, including GSA contract sales.
- Must have a high level of enthusiasm and energy, and a good sense of humor
- Strong mathematical and analytic skills and ability to organize and interpret sales data
- Solid background in forecasting and budgeting. Ability to understand and create financial reports a must.
- Excellent communication (oral and written), persuasion, and presentation skills.
- Ability to identify and develop new market opportunities.
- Experience working in cross-functional environments including Sales, Marketing, Product Development and Fulfillment.
- Experience with CRM solutions and Salesforce.com is a plus.
- Proficiency in MS Office including strong skills in PowerPoint and Excel.

Sales Director (Specific Responsibilities)

Reports to:	Publisher
Directly Supervises:	Telephone Sales Reps Other Sales Staff tbd
Budget Responsibility:	Net Sales Budget Sales Travel and Entertainment Budget
Accountability:	Sales Campaign Activities Sales Campaign Financial Targets

Budgeting/Financial

1. Create and maintain a strategic 3-year sales plan.
2. Create and manage yearly sales budgets in consultation with Publisher
3. Develop and be responsible for detailed sales campaigns with measurable activity goals and expected sales targets
4. Work with the Publisher to ensure that all sales goals and financial targets are met and coordinated with the goals and targets of other departments.

Staffing/Personnel

1. In association with the Publisher and Marketing Director, hire, instruct and supervise all sales staff as may be needed within the bounds of yearly and long-term budgets and plans.
2. Ensure job descriptions for all sales staff are completed and up-to-date
3. Assign and monitor campaigns and manage all sales staff
4. Motivate staff and provide on-going training
5. Evaluate staff on a annual and as-needed basis

Sales Development

1. Understand and become expert in all sales venues including state and regional public health, schools, hospitals, medical clinics, senior health and other social service programs, and other markets in which Journeyworks products are currently sold or may potentially be sold.
2. Develop analytic reports to support planning, sales reports and sales management.
3. Personally sell many of the top accounts.
4. In association with the marketing department, oversee the development of sales support materials, kits and sample packets.
5. Determine, with the Senior Editor and Marketing Director, the best "handles" for each new title.
6. Establish and lead in-house sales meetings and train staff (including customer service staff) in up-selling, cross-selling and other sales techniques.
7. Ensure, with Fulfillment Manager, that customers are serviced in a manner that emphasizes customer satisfaction at every opportunity.
8. Ensure that order follow-ups, sample request follow-ups, and sales lead opportunities are fulfilled in a timely way.
9. Identify new areas of strategic expansion, help decide which new products to develop and help determine new opportunities in digital publishing.

Additional Information

Physical Requirements

- Able to occasionally travel
- Able to lift and carry up to 40 pounds
- Able to walk up and down stairs

License /Documents

- Valid Class C Drivers License
- Clear DMV record

To Apply

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Search Committee Chair
Email: jcarey@journeyworks.com
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Mail: 763 Chestnut Street, Santa Cruz, CA 95060

Equal Employment Opportunity Policy

Journeyworks Publishing recruits, hires, trains and promotes in all job titles without regard to race, color, creed, national origin, gender, sexual orientation, pregnancy, marital status, sex, religion, age, military service, disability or handicap, or any other basis prohibited by federal, state or local law. All other personnel actions such as compensation, benefits, company sponsored training, transfer, demotion, termination, layoff and return from layoff, shall be administered without regard to race, color, creed, national origin, gender, sexual orientation, pregnancy, marital status, sex, religion, age, military service, disability or handicap, or any other basis prohibited by federal, state or local law.

At Will Employment Policy

The employment relationship between Journeyworks Publishing and the employee is an at will relationship. The employment relationship and compensation can be terminated, with or without cause, and with or without notice at any time at the option of either the company or the employee.