**Storybarn Sales Assistant**

**VACANCY REFERENCE CODE: 06/2018**

*Please quote this code on the application form*

*"The more that you read, the more things you will know. The more you learn, the more places you'll go." —* Dr. Seuss

**Duration:** 12months

**Salary:** £15,000 - £17,000 per annum

**Working Hours:** 35 hours

**Working Pattern:** Monday- Friday 9-5

**Location:** Calderstones Park

**Reporting to:** Storybarn Manager

**About the role:**

The Storybarn Sales Assistant will be based at The Reader’s International Headquarters at Calderstones park and have responsibility for the sales of the wide range of Storybarn products including, but not limited to:

1. School Sessions
2. Birthday Parties
3. Family sessions (Pre-school & school age sessions)

The role will also include working closely with the Storybarn team and wider Reader teams such as comms/marketing, development and finance, to devise and implement the most effective sales strategy to support long term Storybarn growth and sustainability.

**Key Responsibilities:**

All responsibilities outlined below will be put into practise through an embodiment and actualisation of Reader core values and ethos (outlined in recruitment pack).

School Sales:

* Regular sales communications with the existing Storybarn schools network via phone and email.
* Provide information to schools regarding their potential visit to the Storybarn and answering any queries they may have pre and post booking.
* Taking school bookings via email & phone working towards a termly and yearly % target set by the Storybarn Manager.
* Processing the relevant paperwork to accompany a school visit (confirmation letter, Risk assessments, directions, bookings T&C’S & invoice details)
* Utilising and updating the Reader’s contact database (Microsoft Dynamics) to track all communications.
* Contribute to the ongoing expansion and strengthening of the educational network both on a local and national level. This will include cold calls/emails and following up on new school leads.
* Inputting of sales data into an EXCEL spreadsheet and running a monthly report for the Storybarn Manager to track sales and inform strategy.

Birthday Parties:

* To be a point of contact for all Storybarn Birthday Party Enquiries and bookings.
* Provide information regarding the Birthday Party offer and respond to customer enquiries and questions.
* Process and confirm all Birthday bookings using the Word Press & Outlook system (training provided).
* Monthly reporting on sales figures to the Storybarn Manager.

Storybarn Family Offer:

* Have an in depth knowledge of the sessions on offer (Including, but not limited to, Incy Wincy Rhymers & Storyhunters) to be able to fully respond to customer queries.
* Support the ongoing sales of the sessions through attending and contributing to meetings with Comms, Marketing & Development.
* Devise new routes to market within a brief/target outlined by the Storybarn Manager.
* Actively contribute to creative content with an eye on saleability and promotion.

Other:

* To undertake any other reasonable duties as requested by managers.

**Person Specification:**

**Essential:**

* Ability to demonstrate active sales experience.
* A background in sales communications
* A passion for interpersonal communications
* Flexible and quick thinking approach to respond to the customer need
* Openness to embody the Reader’s Ethos and values ensuring these permeate all external and internal communications.
* Able to demonstrate why literature is important to you
* A genuine willingness to work wholeheartedly as part of a lively team, to help the Storybarn project evolve and develop in the most positive and exciting ways
* Able to engage via email/calls with teachers and families in a relaxed, open and non-judgmental manner
* Excellent interpersonal and communication skills in particular when communicating via phone or email.
* Excellent Time Keeping management and work load prioritisation skills
* Proficient in the use of MS office.
* Committed to the success of the project.

**Desirable:**

* A background in the children’s books/ performing arts/music
* Excellent knowledge of children’s literature
* Experience of the schools and education sales market.
* Customer Service experience
* Ability to demonstrate target driven sales experience

Training and supervision in shared reading and safeguarding practice will be provided.

You must be willing to undertake an Enhanced DBS check

**How to Apply**

Note. Please do not just send in a CV. We will only consider applications that adhere to the following process -

Visit [www.thereader.org.uk](http://www.thereader.org.uk) and select the Get Involved > Jobs tab where you will be able to view the full job description and download an application form. Please complete the application form and submit a covering letter, explaining how you meet the requirements of this role, to kateharrison@thereader.org.uk

**Deadline for applications: Monday 16th July 2018, 12pm**

NB: applications arriving after 12pm will not be considered

A high volume of applications may make replies to everyone impossible.

**Please note you may be required to deliver a presentation or complete a task at the interview. If this is the case you will be informed of this when you are invited to interview.**