



## **Sales and Marketing Lead**

Synergetic Press is a collaborative independent publisher offering paradigm-shifting books for over thirty years. Distributed worldwide by Publisher's Group West, we publish works of significance that inspire personal and social change, present tools and ideas for sustaining ourselves and our world and deepen our connection to our fellow human beings.

The Sales and Marketing Lead is responsible for the success of the sales of Synergetic Press' titles in all formats across all channels. The position will focus on marketing and selling our titles and collaborating with internal teams and external community partners and allies. This is a flexible part-time freelance position with the plans to expand establish the position as full-time in the future.

### **Responsibilities**

- Lead the sales and marketing activities at Synergetic Press, working closely with the Publisher, Managing Director, and Managing Editor, on sales opportunities, trade sales, direct-to-consumer sales, advertising campaigns, subsidiary rights, and partnerships.
- Drive the creation, strategy, and implementation of seasonal and individual book marketing campaigns.
- In coordination with the Publisher Ops Coordinator, support inventory flow and management, including monitoring demand and providing sales support on reprint decisions
- Serve as the sales liaison with our distributor, Publisher's Group West (PGW), to ensure their sales teams have the information they need to support our titles. Manage sales materials in the PGW system, including Title Information sheets, sell, and copy for catalogs. Present titles at sales meetings as needed and act as the main point of contact for follow-up.
- Owns the creation and distribution of the newsletter in conjunction with the Publisher and Social Media Coordinator
- Manage the Synergetic web presence including maintaining title and author entries, event information, and coordinating updates as needed
- Regularly report on sales performance, industry trends, and sales rep feedback.
- Support overall company branding efforts led by the Publisher and Managing Director.
- Provide fundamental support for the creation of events such as the ongoing Synergetic Symposiums including virtual events and in-person events as possible

### **Preferred Experience and Qualifications**

- 2+ years in a book publishing or book selling role
- Experienced user of Microsoft Office, GSuite, Word Press, Asana, Woo Commerce
- Comfortable with a digital-first book marketing approach including SEO optimization, e-commerce interfaces, email newsletter, and social media best practices
- Proven ability to meet deadlines and multi-task across multiple seasonal deadlines
- Outstanding verbal and written communications skills

- Affinity for and experience with publishing subject areas
- Local to the Santa Fe/Albuquerque, NM or San Francisco/Bay Area preferred

This position is a freelance position and is work from home. As the Covid-19 emergency resolves, there is the opportunity to work from our Santa Fe office. We offer a flexible schedule and a supportive and collaborative work environment.

Job Type: Part time freelance initially with plans to move to employment, part time to full time

Apply: Please send resume and cover letter to [jobs@synergeticpress.com](mailto:jobs@synergeticpress.com)

To learn more, visit our website at [synergeticpress.com](http://synergeticpress.com).