**Sales and Marketing Director, Bayard Canada Livres**

Bayard Canada Livres (BCL) is looking for a bilingual Sales and Marketing Director to cover a maternity leave for 12 months. If you are passionate about reading, connecting readers with stories, and building strong business relationships, and can do so in both French and English, this may be the perfect job for you.

The Sales and Marketing Director is responsible for overseeing the management and execution of all sales and marketing activities across Canada for BCL, including budgeting and strategic planning for all print and digital products to achieve annual sales targets.

The role is currently a hybrid position, and the successful candidate will be required to work in-person in either Bayard Canada’s Montreal or Toronto office a minimum of two days a week.

**Primary Responsibilities:**

* Overseeing the sales of Bayard Canada Livre’s books in all markets, including bookstores, libraries, etc., as well as managing relationships with all sales and distribution partners. Specific duties include:
  + Working closely with Hachette Canada and De Marque, our main distribution partners, to maximize sales.
  + Developing and implementing sales strategies for backlist and frontlist titles.
  + Identifying and developing relationships with new customers and seeking out direct sales opportunities.
  + Establishing annual revenue targets for all sales and providing sales analysis on a monthly, quarterly, annual and “as needed” basis.
  + Managing BCL inventory, including ordering reprints as necessary.
  + Working closely with the publishing, marketing, and production teams to maximize sales growth and to ensure strong customer service relationships with clients and partners.
  + Overseeing BCL sales presentations as well as participation in various salons du livre and festivals, institutional events, as necessary.
* Overseeing planning and execution of marketing plans for frontlist and backlist titles, including:
  + Managing the work of the marketing coordinator and marketing and sales assistant.
  + Working closely with BCL’s editorial team and Bayard Canada’s shared marketing services department on strategic direction for marketing campaigns and activities.

**Qualifications:**

* Bachelor’s degree in a relevant field.
* Minimum of 5-7 years of sales and/or marketing experience in publishing, ideally with knowledge of the French-language children’s market.
* Experience managing relationships with distributors and sales representatives (in-house or commissioned).
* Bilingual; French and English.
* Excellent communication and presentation skills (verbal and written) with the ability to communicate effectively in individual and group settings in both French and English.
* Excellent organizational skills with the ability to multi-task in a fast-paced environment both independently and within a team.
* Experience or knowledge of rights and licensing would be an asset.
* Must have a valid driver’s license and be willing to travel within Canada and abroad.

**Starting date**: January 8, 2024

Bayard Canada is an equal opportunity employer and is committed to providing a diverse and inclusive work environment. We offer a safe and collaborative work environment. If you require accommodations during the interview process, we will work with you to meet your needs.

To apply, please send your resumé with a cover letter to [jobs@bayardcanada.com](mailto:jobs@bayardcanada.com) with the subject line “Sales and Marketing Director”.

We thank all applicants for their interest, however, only those selected for further consideration will be contacted.