

## Director of Sales

Location: 10 Carnforth Road, Toronto with an ability to work remotely

***Are you interested in joining our team in this exciting and re-energized adventure providing people with access to God's Word?*** The Canadian Bible Society (CBS) is looking for a dedicated Director of Sales who will work collaboratively with the Vice President of Scripture Resources, the Managers, and other team members on strategy, planning and implementation that expands the current CBS presence.

### Key Responsibilities:

- Conduct research and seek innovative ideas and partnerships to build brand recognition and engagement through potential sales opportunities in new or existing markets;
- Build and promote strong and lasting relationships by generating, negotiating and promoting event opportunities while maintaining best practices (e.g. event planning, purchasing, training, marketing, social media, brand awareness, etc.) to increase public awareness, product engagement and sales volume, including profitable pop-up/consignment bookstore events;
- Develop integrated business plans based on KPI (Key Performance Indicators) for profitable activities including inventory, merchandise, marketing, target product mix and other objectives; Generate sales, revenue and expense reports including forecasts and budgets.
- Hire, train, build capacity and manage required staff; Determine ways to improve and streamline customer service/sales experience and processes; Train and aid staff on store systems such as POS, social media and other marketing campaigns;
- Set annual sales targets; Carry out marketing plan elements to meet annual objectives; Make adjustments to objectives based on ROI (Return on Investment) and other applicable measures such as emerging market shifts;
- Develop data analytics which would be used to effectively and efficiently negotiate and purchase product mix;
- Oversee product receiving, pricing, stocking, merchandising and inventory management in CBS bookstores;
- Work collaboratively and share information with partners, Store Managers and CBS staff to ensure success



# Canadian Bible Society

## Requirement:

- University degree in business administration, marketing or equivalent;
- A demonstrated multi-year track record (5 years minimum) of success in developing, managing and growing a profitable retail and/or wholesale sales operation or equivalent;
- Must be able to travel within Canada as needed;
- Comprehensive knowledge of the Bible, Christian books and applicable merchandise;
- Experience in event planning and community building;
- Sharp negotiation and consultation skills;
- Exceptional people skills;
- Self-confident while still being humble and authentic;
- Self-motivated, self-starter, proactive, determined;
- Resilient, ability to not let adverse situations negatively impact ability to perform;
- Decisive and demonstrates good judgment;
- Personable, pleasant to spend time with;
- Excellent communicator (written and verbal) with sensitivity to, and appreciation of, bilingualism, diversity, and denominations;
- Effective, proactive spokesperson and advocate;
- Knows own strengths and weakness, understands impact of themselves on others and open to feedback;
- Supports others while holding them accountable;

## To Apply:

**Please forward your CV along with a cover letter to [humanresources@biblesociety.ca](mailto:humanresources@biblesociety.ca) by April 7<sup>th</sup> 2024.**

*Qualified candidates must be able to demonstrate a commitment to the core values and mission of the CBS. All offers of employment will be conditional upon the successful completion of reference checks, credit check and Police background check.*