

Bayard Canada is a leading publisher of youth, religious and senior magazines and books in Canada, reaching millions of readers each year. Bayard sees the printed word as a unifier that encourages children and adolescents to explore and discover the world around them, and which helps adults better understand our changing world. Bayard Canada publishes in English and French, building communities of readers across the country, with a mission to spark imagination and reflection.

Novalis, a division of Bayard, specializes in books, resources and periodicals for the Christian market, drawing from the broad Catholic tradition.

Assistant Sales Manager / Acquisitions Editor

English Books and Parish Resources

The Assistant Sales Manager and Acquisitions Editor is instrumental in liaising with our markets, showcasing and selling our products and identifying publishing opportunities. This position's hands-on involvement in sales operations and scouting commercially successful projects makes it key to foster sales success and Novalis business growth. Based in Toronto office of Bayard Canada, this position is directly reporting to the National Sales Manager. Key duties include but are not limited to:

- Assist National Sales Manager in developing and implementing sales strategies
- Contribute to plan, coordinate and implement Novalis presence in sales conferences and events (including event booking, travel, orders and preparation of materials)
- Attend book launches, shows and conferences to network and showcase Novalis' products
- Coordinate sales with school boards and parishes
- Resolve issues to maintain high levels of customer satisfaction and loyalty
- Collaborate with marketing campaigns and promotional activities
- Provide the marketing team with information on titles to be promoted
- Actively seek publishing opportunities that align with the strategic vision and commercial goals of Novalis, identify and acquire promising projects for the editorial team
- Set up webinars with various authors
- Build and maintain strong relationships with key clients, content creators, authors, agents, the Canadian Catholic community and other industry stakeholders
- Reconcile financials after each event
- Assess commercial viability of projects

Requirements / skills required:

- Knowledge and involvement of the Canadian Catholic community and market
- Keen understanding of market trends and reader interest
- Proficiency in communicating with various Catholic leaders, including bishops, educators and parish administrators
- College or university diploma or any other combination that meets the requirements of the position
- Minimum of three (3) years experience in sales, marketing and/or administration

- Ability to negotiate effectively
- Business-minded
- Master the Office suite, and related software
- Attention to details
- Excellent communication skills. Knowledge of French, an asset.

Starting Date: January 6th 2025

Corporate Benefits

Bayard Canada is an equal opportunity employer and is committed to providing a diverse and inclusive workplace. We offer a safe and collaborative work environment.

- Warm, friendly and respectful work atmosphere
- Hybrid work mode
- Competitive total compensation
- Group insurance
- Unlimited access to telemedicine services
- Employee and family assistance program
- RRSP/DPSP
- Continuing education
- Discounts on books and magazine subscriptions
- Summer hours
- Holiday leave of absence

APPLY

To apply, please send your resume to jobs@bayardcanada.com with the subject line "Assistant Sales Manager / Acquisitions Editor".

If you require accommodations during the interview process, we will work with you to meet your needs.

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