

Castell Brychan, ABERYSTWYTH, Ceredigion SY23 2JB

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Prif Weithredwyr/Chief Executive: *Helgard Krause*

Job title:	Business Development Manager
Department:	Sales
Location:	At home – with regular visits (at least monthly) to the Distribution Centre
Salary Band:	Grade 7 (points 33–36)
Salary:	£44,075–£47,181
Agreement:	Permanent
Start date:	As soon as possible
Working hours:	37 hours week (5 days)
Number of days of holiday:	Subject to length of previous service / 28 days holiday plus 8 Bank Holidays
Reporting to:	Finance and Business Manager & Chief Executive
General purpose of the post:	<p>The main objectives of the post are to:</p> <ul style="list-style-type: none"> ➤ Identify new business growth opportunities for key publishing clients and help them to reach their sales potential. ➤ Generate income for the charity to ensure the long-term success of our business. ➤ Provide excellent customer service and build effective relationships with publishing clients: facilitating sales, customer services and distribution function as required.

BACKGROUND

The Books Council is a national charity that supports the publishing industry and reading development in Wales. We promote literacy and reading for pleasure through our range of campaigns, activities, and events throughout Wales, often working in partnership with schools, libraries, and other literary organisations. The Council was founded at Aberystwyth in 1961, and we work with publishers to nurture talent and new content in Welsh and English, in addition to providing specialist services such as editing, design,

marketing and distribution. We are also responsible for administering grants to publishers and independent booksellers. Our funding comes partly from the Welsh Government through Creative Wales, and partly from commercial activities and the wholesale book-selling service provided by our Distribution Centre. The Books Council receives grant funding for our reading promotion programmes 2025–28 from the Curriculum for Wales Grant Support Programme.

The Council provides a pension scheme to which the person appointed will be able to contribute. The Books Council is a member of the Dyfed Pension Fund, which is a Local Government Pension Scheme.

MAIN DUTIES OF THE POST

Publishers

1. Act as the main point of contact at the Distribution Centre for publishers. Hold regular meetings with publishing clients to discuss business and identify development opportunities.
 - a. UK-based sales agents – work with publishers to identify and maximise sales and promotional opportunities through effective working with UK-based sales agents.
 - b. Negotiate any contractual terms with existing or new clients as required.
 - c. Discuss tactical retail and marketing opportunities with publishers to increase sales.
 - d. Together with the Head of Distribution and Data monitor and report on stock levels to ensure title availability.
 - e. Build effective relationships with key publishing clients: facilitating sales, customer services and distribution functions as required.
2. Seek out and develop new business partnerships with publishers.

Wholesale & Retail

3. Lead the strategic development and oversee the day-to-day management of major client accounts across Wales and the UK, focusing on sales and growth for our publishing clients. Key accounts include Gardners, Amazon, Waterstones, and key institutional clients in Wales. Work closely with customer services and support teams to:
 - a. Recommend suitable books tailored to geographic location or local and special interest.
 - b. Seek out new opportunities to promote books in order to create sales and reach new markets across key accounts.
 - c. Ensure information and data is provided in a timely and accurate manner and in the correct format for key accounts.
 - d. Ensure publishing clients have the information they need in a timely manner in order to maximise sales opportunities with key accounts.
 - e. Work with key accounts to create opportunities to increase the profile of books from Wales and maximize sales.

Book fairs

4. Act as the lead organiser of Frankfurt Book Fair and main liaison for CCPW (Cyhoeddi Cymru Publishing Wales) for London and Bologna Book Fairs.

Other

5. Monitor and analyse sales performance to inform sales strategy, in collaboration with the Sales and Education Officer and the Finance and Business Manager.
6. Work with the Communications, Marketing and Design Department to ensure that effective promotional and marketing resources are available to the customer services and sales team.
7. Collaborate with the Publishing Development Department as required, providing feedback on supported titles and programmes.
8. Collaborate with the Children's Books and Reading Promotion Department on Books Council attendance at educational or public events. Identify opportunities to include bookshops or publishers where appropriate.

KNOWLEDGE AND SKILLS FOR THE JOB

1. Experience working for a publisher and detailed understanding of their needs and priorities.
2. Commercial acumen and sales skills and the ability to seek out and develop new opportunities. The aim is to deliver targets and growth to ensure the long-term success of our business and help clients reach their sales potential.
3. Proven relationship management skills with a strong customer service ethic, to build positive working relationships with clients and in-house colleagues.
4. Strong organisational, administrative and computer skills, along with the ability to manage your time and prioritise your work. Extensive experience of Microsoft Excel is needed, and the ability to analyse and present data to a range of audiences. Experience in specialist publishing programmes would be an advantage.
5. Excellent communication skills together with the ability to collaborate with many partners. You will need leadership and management skills and be confident with dealing with people at all levels, online and in person.
6. Experience and interest in publishing in Wales in both Welsh and English, and an awareness of current trends, authors and titles.
7. Being fluent in Welsh or a commitment to learn with the aim of becoming fluent (spoken Welsh) within 2 years is essential. Support will be available to learn Welsh.

WORKING LANGUAGE

From day to day the working language at the Books Council is Welsh.

- 1 Listening and Speaking:
Able to understand every conversation in Welsh and English pertaining to the work. Fluent when conversing and responding to questions in both languages.

- 2 Comprehension:
Able to understand all the Welsh- and English-language material pertaining to the work.
- 3 Writing:
Able to prepare all of the material relating to the field in both Welsh and English, with support if required.

CONTACTS AND COMMUNICATION

Internal	Nature of contact
Sales & Customer services teams	Regular discussions to share information, identify opportunities and troubleshooting if required.
Head of Business & Finance	Regular meetings and reporting on progress and delivery.
Chief Executive	Share and discuss relevant information and contribute to strategic business development.
Head of the Children's Books and Reading Promotion Department	Collaborate with the Children's Books and Reading Promotion Department on Books Council's attendance at educational or public events. Identify opportunities to include bookshops and publishers where appropriate.
Head of Publishing Development Department	Provide feedback on supported titles and programmes to the Publishing Development Department as required.
Other Books Council staff	Collaborate and share information as required.

External	Nature of contact
The public	Answer queries and messages occasionally.
Publishers	Meet regularly to discuss forthcoming titles and new opportunities. Respond to queries.
Key Accounts	Regular communication to build effective relationships and create opportunities to increase the profile of books from Wales and maximise sales.
Welsh Government	Contribute to quarterly reports highlighting opportunities for special orders.

RESPONSIBILITIES

For people:	None
For a budget:	None
For equipment or stock:	Mobile phone and laptop. Some stock samples to carry for display to clients.

DECISION MAKING / PROBLEM SOLVING / AUTONOMY

The Business Development Manager will negotiate distribution contracts and discounts to approved margins following discussion with the Finance and Business Manager and the Head of Distribution, Data and IT.

The Business Development Manager is expected to initiate and manage their own work programme without the need for a regular direction from the line manager.

ASSESSMENT CRITERIA FOR THE POST

- Experience working for a publisher and a thorough understanding of the publishing sector.
- Excellent relationship management skills to build positive working relationships with clients and in-house colleagues.
- Proven experience of sales success in a business-to-business context and the ability to seek out and develop new opportunities.
- Strong IT skills including Microsoft Office. Experience in specialist publishing programmes (KNK / Gwales) would be an advantage.
- Ability to analyse and present data to a range of audiences.
- Excellent communication skills together with the ability to collaborate with many partners.
- Experience of working independently and as part of a team.
- Ability to travel independently, and/or a full UK driving licence.
- Fluent in Welsh or a commitment to learn.

APPLICATIONS

To apply, please send a letter explaining why you are suitable for the post, together with a short CV noting your work experience/posts. Your CV should include the name and addresses of two people who can be contacted for further information. If you are currently employed, your current employer should be one of the referees. **We will not contact any referees without your permission.**

Please note: we are unable to sponsor work visas, and we will need proof that you are eligible to work in the UK.

Applications must be submitted by **Monday, 2 March 2026**, and sent to:

Menai Ll. Williams, Books Council of Wales, Castell Brychan, Aberystwyth, Ceredigion SY23 2JB. Tel: (01970) 629541, or by e-mail to menai.williams@llyfrau.cymru

The interviews will take place in Aberystwyth during **the week beginning 2 March 2026.**

February 2026