



SALES & CUSTOMER RELATIONSHIP CHAMPION

Closing date: 30 September 2021

BUSINESS DESCRIPTION

Name of Business:	FROM YOU TO ME LTD
Office Address:	WATERHOUSE WATERHOUSE LANE MONKTON COMBE BATH BA2 7JA
Telephone:	+44(0)1225 866225
Generic Email:	hello@fromyoutome.com
Directors of the Company:	Managing Director – Neil Coxon Design Director – Helen Stephens
Established:	15 th February 2007
Year End:	31 st January
Main Website:	WWW.FROMYOUTOME.COM
Type of Business:	Publishing

FROM YOU TO ME is a gift publishing business based in Monkton Combe near Bath in the UK, easily reached from Bristol, Bath, Westbury, Warminster, and surrounding villages.

The Company started with the simplest idea. To design a gift that helps your nearest and dearest record their stories and memories for you to keep and cherish. It is an idea that has grown and developed.

FROM YOU TO ME now market and sell a great, ever-expanding range of journals and gift books direct to the UK & USA trade (gift, book, specialist, internet and national account shops) as well as to consumers through the Company's own international websites. The Company works directly in the UK and USA with sales partnerships and license deals in many other countries around the world.

The FROM YOU TO ME brand was launched nearly 14 years ago and has more recently developed two new brands: 1. JOURNALS OF A LIFETIME to help to bring clarity to the consumer for the journal's range and 2. FORGET ME NOT BOOKS for the gift books.

The business has grown significantly over the last few years with the development of new personalised and stock journals, a new publishing wing focussing on educational and engaging children's gift titles. These extend the brand and are focused on enriching lives by bringing the child together with their parents,

grandparents and guardians. This exciting development has just begun and will offer our people the opportunity to be involved in laying the business foundations for this new venture.

In a short space of time, FROM YOU TO ME has transformed into an innovative publisher who does things differently and with our culture at the heart of everything we do. But our heritage is not enough, we continue to grow our product offering, restlessly looking to improve, innovate and push the boundaries of our business to disrupt the publishing and gifting industry.

The company has a number of core values that go across everything they do, from products and what they stand for to relationships with customers; partners; suppliers as well as their own internal team.

- Enriching lives
- Capturing & sharing moments
- Bringing people closer together
- Caring & dedicated

OVERVIEW

Our company is a creative, successful, and rapidly growing publishing business. To continue to develop we are looking for new people to join us to support our speed up our growth and development. Together we're exceeding the expectations of everyone we exist for - our customers, partners, suppliers, and our own people.

The successful candidate will be expected to undertake his/her tasks as well as adding value to the rest of the Company by contributing to meetings and other activities.

We are a small, close team with a network of outsourced professionals that support various aspects of the business.

As part of a small business, you will be involved in and communicated to about all aspects of the business, in addition to your own role and responsibilities. We reap the rewards too with a fun and creative place to work with lots of opportunities to forge a career. We will work flexibly providing our people with the tools, experiences, and support to enable them to grow and flourish in their careers.

We believe in teamwork that covers everyone we work at every location. We have an office, but once integrated with the team you can work some of the time from home. You will work with suppliers, partners, and customers who are from across the world.

Every kind of talent is celebrated here. We hire the right people, not just for the role . . . we are looking for people who share our ambitions to be bold and innovate, doing things differently and making our customers love our brand more and more.

Our culture is underpinned by our values which will ensure that all applicants are treated with respect and fairness as we do with all our business relationships.

SALES & CUSTOMER RELATIONSHIP CHAMPION ROLE

Hours	5 days per week
Holidays	Equivalent of 5 weeks per year pro-rated to days worked (includes a compulsory week at Christmas) plus bank holidays
Salary	£16-23K
Expenses	Fully expensed for required travel
Interviews	Will be held in October 2021
Start Date	November 2021 or as soon as possible after
Reporting to	Neil Coxon & Kelly Lewis
Location	Office based at Monkton Combe, Bath (some remote working is possible)
Travel	Occasional travel may be required

Closing date for applications 30th September 2021

A CV and covering letter should be sent before DATE to Careers@FROMYOUTOME.COM

Primary Objectives:

To work closely with and support the Office Manager to provide a high quality of service for all customers (trade, consumer, partners) to ensure their experience dealing with the company is positive and enjoyable, that their orders and queries are dealt with promptly and effectively and that all administration is undertaken in an efficient and timely manner.

The role includes liaising with all FROM YOU TO ME warehouses and printers to ensure orders are sent out on time and in line with customer requirements.

To understand the product ranges, plus any new product developments to ensure that all customer contacts maximise sales opportunities.

To develop and grow the sales relationship with Amazon in the UK & USA ensuring that all product listings are up to date, the stock is available, and that Amazon has the right information to maximise sales, working with the team to ensure that promotions are communicated and reviewed for success.

Delivering Amazon advertising campaigns to drive sales, keeping up to date with the ever-evolving Amazon advertising algorithm and spotting opportunities for growth.

To help build the Company's offering in line with the brand and culture.

Key Accountabilities:

1. To work closely with the Office Manager to manage all customer enquiries via a multitude of formats (telephone, email, social media) and respond to them in the most appropriate way.
2. To process orders from new and existing trade customers and direct consumers following the defined processes ensuring that delivery notes are received by the warehouse or the printer for all orders by the required deadline.
3. Prepare and dispatch invoices for each retail order processed, updating the accounting system with relevant information.
4. To record delivery failures and damages.
5. Identify opportunities to upsell to customers and find the right way of communicating the appropriate information needed.
6. To review all aspects of sales on Amazon websites in the UK and US including Amazon Handmade to ensure products are accurately listed and sales can be maximized.
7. To own all aspects of Amazon Advertising, keeping up to date with changes and measuring the success of all campaigns communicating this to the team.
8. Review and action Amazon competition and copyright infringement.
9. To prepare regular reports on the success of all Amazon sales activity and recommend improvements.
10. To recommend improvements to Company processes & procedures to improve the way the Company does things and to drive more sales.
11. To recommend amendments to company literature and materials.
12. Contribute to the direction and management of all Company Social Media platforms.
13. To cover for the Office Manager during absences or holidays.
14. To provide management information for a Month-end report of activity.
15. To understand and be able to operate the FROM YOU TO ME website and all third-party sites, loading new products, managing existing products, and optimizing sales.
16. Prepare, support, and attend trade shows.
17. Attend team and specific meetings.
18. Manage other ad-hoc projects as required.
19. Run Amazon month-end.

Skills & Knowledge required:

This role requires the successful candidate to pick up knowledge on the company's products, systems, and procedures (training will be given), however more key to success in this role is the desire to initiate and improve. The person should continually look at how the business can be evolved; improved and extended in everything it does in particular the area of sales and customer services.

The candidate should have a good knowledge and experience of managing websites and accounting systems plus a high-level working knowledge of the Office suite of products. Knowledge of the Adobe Suite of software should be advantageous but not essential.

Experience:

Sales and customer management

- Experience of accounting software – we use Quickbooks
- Experience in Office Mail, Word, Excel, etc
- Website (Magento) or similar
- Familiar with social media – Facebook, Instagram, Hootsuite, etc
- An interest in learning Adobe Creative Suite products & website content management systems
- Retail and wholesale experience advantageous
- Publishing knowledge is advantageous but not essential
- Amazon management and advertising experience advantageous but not essential

Core Competencies:

- Impeccable organizational skills
- Passionate about books
- Exceptional communication skills
- A strong team player
- Customer service focus and understanding
- Concern for accuracy and timeliness
- Empathetic and strong interpersonal skills
- Flexibility & initiative
- Self-starter with the ability to work on own and prepared to give it a go
- Creative with an eye for design
- Reliable with hitting deadline dates and coping with the pressure of multiple work streams
- Able to take direction, constructive feedback, and support other members of the team
- Contribute and develop ideas during brainstorming and creative meetings
- Ability to fit with the Company's core values