



## JOB DESCRIPTION

**Post:** Book Sales Lead

**Department:** Tate Commerce

**Reporting to:** Publishing Director/Head of Retail

**Reporting for:** Trade Sales Coordinator, Sales and Publishing Coordinator, Book Buyer

**The Company** Tate Commerce is a wholly owned subsidiary of Tate. Work at Tate Commerce ranges from publishing, retail and merchandising roles to operations, finance and licensing.

Tate Commerce shares Tate's mission to promote public knowledge, understanding and enjoyment of British, modern and contemporary art. Its role is to maximise profits and extend the value of the Tate brand, to support Tate's work and collection.

We are committed to reducing our carbon footprint and protect the environment and expect all staff to adhere to our Environmental Policy which can be found [here](#).

**The Department** Tate Publishing is one of the world's leading publishers on the visual arts. We aim to bring the best new writing on art to the widest possible range of readers. Tate Retail is responsible for a wide and diverse range of shops across Tate's four galleries, providing first-rate service to millions of customers each year.



### The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Symbol.





**Purpose of the job:** Reporting to the Publishing Director and Head of Retail, the Book Sales Lead will be responsible for the Tate book sales strategy. You will work closely with the publishing team on developing and acquiring new projects, and oversee sales of Tate titles in the trade, working closely with existing sales teams. You will also hold responsibility for curating the book range across Tate sites, working with a range of external publishers and partners, and holding the content and reputational risk of new publications. Working closely with retail teams, you will maximise profits of Tate titles, while ensuring that Tate shops grow in reputation and reach as some of the best independent bookshops in the UK.

## Main responsibilities and duties

Work collaboratively with the Publishing Director and the Head of Retail to:

- Develop and implement a coherent Tate Books sales strategy, covering Tate Publishing (TP) and other people's (OP) publications, to deliver growth in books sales. This includes (but is not limited to) commercial objectives, strand development, promotional models, brand reputation, and strategic priorities.
- Produce regular sales reports by channel, publishing strand and publication, and conduct annual reviews for all channels, with relevant analysis.
- Provide a main point of contact between retail and publishing: arranging and chairing regular briefings, developing communication channels, and relaying information.
- Agree a programme of priority titles and work with marketing, publishing and retail teams to develop and implement a process for successful promotional campaigns.
- To take part in any meeting with the gallery that is deemed necessary, and to feedback information on publications to publishing, shop management and staff. Develop relationships with curatorial and key gallery staff around the exhibition and display programme.

## Publishing

- Provide context for and input on all new acquisitions, including data on comparable titles and projected sales quantities.
- Review and approve costings for new titles, reissues and reprints on behalf of publishing and retail sales teams.
- Manage and establish targets for all domestic sales accounts, either through existing representatives/agencies or directly.
- Seek out, maintain and build relationships with new domestic sales channels and platforms.
- Manage the appointment of all sales agents, distributors and representatives, in line with departmental and TEL strategy.



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- Manage the performance of all sales agents, distributors and representatives, conducting regular reviews.
- Monitor key account sales and market share and communicate regular updates to the wider sales team as well as editorial and Commerce teams.

## Retail

- Drive long-term growth in book sales by identifying emerging market trends and fostering innovation within the buying and merchandising team.
- Manage relationships with internal and external stakeholders, including the Tate Enterprises team, gallery staff, and external stakeholders. Ensure collaboration between departments to optimize the book offer across Tate shops while maintaining Tate's high standards for content and reputation.
- Set and oversee the strategic direction for book buying and merchandising across all Tate sites, ensuring alignment with audience needs, exhibition themes, and revenue targets. Provide guidance to the Book Buyer, ensuring decisions are data-driven and support the overall business strategy.
- Work closely with the Trading Leadership team to proactively identify new commercial opportunities, particularly those aligned with exhibitions, events, or wider market trends, and support the planning and execution of relevant promotional activities.
- Ensure effective communication between the retail and publishing teams to maintain stock availability during exhibitions and key trading periods. Proactively manage any operational challenges such as out-of-stock issues or logistical delays to minimize impact on sales.

## Person Specification

- Experienced Sales Manager or Book Buyer with a trade or arts background
- Demonstrable knowledge and experience of English language book markets
- A passion for arts publishing and a broad and deep knowledge of the market
- Demonstrable commercial acumen
- Pro-active, sociable and eager to seek out, establish and maintain new business relationships
- Experience of growing a business, of setting strategy and following through
- Exceptional customer relationships and strong interpersonal and presentation skills
- Experience of creating a working environment that encourages equality, diversity and inclusion and the ability to create an inclusive, respectful culture within a team
- Ability to work collaboratively within a diverse team and treat all colleagues with dignity and respect
- Experience of and passion for sales of children's picture books
- Knowledge and experience of overseas markets
- Line management of a small team



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- Customer-focused and results driven
- Ability to juggle multiple priorities under pressure
- Experience setting targets and working within budgets
- Working with stakeholders who are experts in their field
- Strong computer literacy with experience of relevant computer programmes
- Strong analytical ability

### Competencies:

- Inspires wider group through own personal style, tone and agenda
- Structures departments and resources to deliver key objectives
- Demonstrates strategic vision and an innovative approach to change
- Actively promotes companywide initiatives recognising their importance to the business
- Credibly and confidently influences across the whole business
- Skilfully balances achieving results with attention to relationships
- Promotes Tate's Dignity and Respect policy in all their activities
- Proactively seeks to benchmark the business
- Widely read in relevant sectors in relation to their role
- Has continued to develop as a person, achieving recognition in their field or sphere of influence
- Regularly reviews overall team performance and progress for the whole business
- Creates robust business plans that prioritise work to focus on achieving required results within agreed timescales
- Evaluates the impact of change across the business
- Able to bring the strategy to life and illustrate what the future might look like in terms of customers, markets, products, principals and people
- Is an active mentor in the business
- Develops influence or resource networks both internally within Tate and externally where necessary



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