

Volunteer Job Description

Title: Book Sales Coordinator

Purpose:

We currently have a basement full of books that we have published and are trying to sell through a variety of means. The books range from travel guides to coffee table books celebrating special places in the Yukon, but all carry a conservation message. We would like to encourage local businesses, such as tourist stores and canoe-rental places, to sell our books but we do not have the staff capacity to take this task on.

Tasks:

Initial Phase

1. Make a list of businesses/venues that you feel would be appropriate places to approach with a request to sell our books. A partial list already exists.
2. Review the list with CPAWS staff and perhaps rank them by priority.
3. Make up an attractive sample package of our merchandise to take to each of the businesses to show off to them.
4. Familiarize yourself with the books we sell so that you can inform the businesses—what are they about, who are they intended for, what the wholesale price is, what are we recommending as a sale price.
5. Visit each business with the sample package and make arrangements for them to carry our books. They could either purchase some books from us or try to sell them on consignment.
6. Inform the CPAWS Office Administrator of the arrangements made and get her to do up invoices for the book orders.
7. Deliver the requested number of books to each business that has agreed to carry them, along with invoices.
8. Track all the books that are on consignment and set up follow-up dates for contacting businesses that have our books on consignment.

Follow-Up Phase

1. Contact each business on a regular basis to see how their supply is holding up. Depending on the time of year, this may be every two weeks or only once every few months.
2. Arrange for the CPAWS Office Administrator to do up invoices for new book orders.
3. Deliver books & invoices to businesses that request more.

Qualifications

Anyone can do this!

Timeframe

The first phase of the project can be started at any time. The follow-up phase will be ongoing, should you be interested in it. Even if you just accomplish phase 1 of the project it will be a great help to us (that is, you don't have to commit to both phases of the job).

Locations

You will have to come into our office at 506 Steele Street to review the books that we sell and put together a merchandise package, and finally pick-up books and invoices for delivery. The rest of the work involves going around town to approach different businesses. A vehicle would be a real help for this purpose. Ideas on venues outside of Whitehorse are also welcome!

Supervision

You will be working with our Office Administrator and any other staff members who may be involved.

What do you get out of it?

A chance to promote CPAWS books and conservation messages and to get more people reading about the Yukon's special places.