



Special Announcement: Job Opportunity



Dear Members,

We are currently seeking a Sales and Marketing Coordinator. This is a full-time contract position that reports to the Executive Director and the Fundraising Consultant.

The application deadline is **February 5, 2021**. The successful applicant will be expected to start February 15th, 2021.

A summary of the position has been included below. For more information about the position and to apply, [visit the posting at Indeed.ca](#). Please forward this email to any potential candidates. In your application, indicate that you saw this job posting through the RASC mailing list.

We look forward to welcoming a new staff member to the team.
Phil Groff
Executive Director

Sales and Marketing Coordinator

Job Priority: The overall objective is to increase publication and merchandise sales, membership fees, advertising revenue, and fundraising income through effective marketing, promotion, and increasing awareness of the Royal Astronomical Society of Canada (RASC) and astronomy.

Reports to: Executive Director, Fundraising Consultant

Liaises with: Outreach Coordinator, Membership Coordinator, SkyNews Editor in Chief, Director of Finance, RASC Editorial Board

Duties and Responsibilities

Publication Sales

Observer's Handbook, SkyNews, Journal and other titles

- Serve as Staff liaison to RASC Editorial Board
- Determine current inventory, cost, retail pricing, sales and return on investment
- Identify strategies to strengthen and increase publication sales from the existing customer base.
- Identify new markets: individuals, institutions, astronomy and science organizations in Canada and the US.
- Develop and implement promotional strategies to existing customers and new markets.
- Fulfill orders as required, internally and via shipping partners as appropriate.
- Track and report sales and outcomes.
- Identify new titles to carry or publish.

Merchandise Sales

Astronomy educational resources, equipment, branded clothing and accessories

- Determine current inventory, cost, retail pricing, sales and return on investment
- Identify strategies to strengthen and increase merchandise sales from the existing customer base.
- Identify new markets: individuals, institutions, astronomy and science organizations in Canada and the US.
- Develop and implement promotional strategies to existing customers and new markets
- Fulfill orders as required, internally and via shipping partners as appropriate.
- Track and report sales and outcomes.
- Source new products to buy or develop in partnership with RASC Education and Outreach staff and volunteers.

Advertising and Promotion

- Determine and assess current publication and merchandise advertising income.
- Identify strategies to strengthen and increase current advertising revenue.
- Identify new sources of print and online advertising revenue including developing a sponsorship program (in concert with Fundraising staff)
- Maintain and grow relationships with current advertisers in SkyNews Magazine.
- Cultivate new advertisers for SkyNews Magazine, SkyNews website and SkyNews newsletter.
- Explore marketing and promotional opportunities and partnerships to increase brand awareness and revenue
- Develop advertising and promotional strategies and materials to support membership and fundraising campaigns including developing an annual astronomy events and activities plan to feature in marketing and sales strategies.
- Develop and maintain an annual RASC marketing and promotions calendar including key astronomical events, Society events, publication deadlines, and other key dates, and promote use of this calendar in the planning of Society events, promotional strategies, fundraising and membership campaigns, and other communications offerings.
- Oversee the organization's social media planning and posts.

Other Duties as Required

Qualifications and Characteristics

- Ability to meet targets
- Strong attention to detail
- Strong written and verbal communications skills
- Enthusiasm (we're working in one of the coolest industries in the world — and out of it!)
- Demonstrated ability to work independently and as a member of a team
- Proven planning and organizational skills in a deadline-driven environment
- A passion for science in general and astronomy in particular would be considered an asset

Education and Experience

- Minimum three years of experience in sales
- Bachelor's Degree or Equivalent with a background in sales and marketing
- Skill with creating content for social media platforms (e.g. Twitter, Facebook, Instagram, Websites)
- Familiarity with Google G-Suite an asset
- Experience working in a small team, and with a non-profit or a charity an asset
- Sales experience in publishing and/or in travel industry considered an asset

[Apply Online](#)

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