



Trade Marketing Executive

National Book Tokens | £32,000 + benefits | London

Location: Bell Yard, London

Salary: £32,000 + benefits

Contract: Full-time, permanent

Reporting to: Head of Marketing

This is a full-time office based role, working on a hybrid model, with currently a minimum of 3 days in the office per week. In-office training will be required for the initial 4 weeks (4 days per week).

The role

Reporting to the Head of Marketing, and working in a small team, the Trade Marketing Executive is responsible for the tactical execution of engaging trade marketing campaigns for both the National Book Tokens and Record Tokens brands, alongside B2B marketing that supports the sales function of the business.

The role is focused on:

- Delivering trade and B2B marketing activity that supports sales, customer engagement, and product awareness.
- Planning and executing year-round trade communications across multiple channels.
- Supporting the development and delivery of key trade marketing campaigns and industry initiatives.
- Creating engaging, targeted content for booksellers and B2B audiences.
- Driving the development and effectiveness of point of sale (POS) materials.
- Supporting acquisition and retention activity for trade-facing marketing platforms and communications.
- Monitoring performance and using insight to optimise trade marketing activity.
- Providing efficient marketing administration to ensure smooth day-to-day delivery.

What you'll be doing

- Work with internal teams and external partners to plan, write, and deliver year-round trade communications for National Book Tokens and Record Tokens.
- Support the Head of Marketing in delivering key trade marketing campaigns and initiatives, including but not limited to High Five for Bookshops, the Jhalak Prize, redemption campaigns, bookseller engagement initiatives, and industry prizes such as Newcomer of the Year and Bookshop of the Month.
- Promote National Book Tokens products to booksellers across all touchpoints to encourage orders, particularly for new and seasonally relevant card designs.

- Lead the development and ongoing improvement of POS materials, contributing ideas, supporting design, coordinating with internal teams, and overseeing stock and ordering systems.
- Support the design and delivery of the annual merchandising catalogue and merchandising activity via the secure ordering site.
- Design and implement acquisition and retention tactics to grow usage of, and engagement with, National Book Tokens Local, the email marketing platform for booksellers.
- Work with consumer marketing colleagues to ensure relevant trade messaging is included across appropriate consumer channels where required.
- Attend trade events as required to represent and promote the business to members and customers.
- Collaborate with the Head of Marketing and Head of Commercial Relationships to deliver engaging and effective marketing tactics for B2B channels.
- Monitor, analyse, and report on the performance of all trade marketing activity.
- Use insight and analytics to identify opportunities for optimisation and improvement.
- Manage inbound marketing queries from trade customers and consumers via email, online, and social channels, providing timely and helpful responses.
- Provide copywriting and proofreading support for the marketing team.
- Deliver efficient and effective marketing administration to support trade and wider marketing activity as required.
- Other duties or tasks as required from time to time, as part of a small team.

Skills & experience – required

- Experience of dealing with customers and a desire to deliver an excellent customer experience.
- Excellent written and spoken communication skills.
- Strong organisational and prioritisation skills.
- Intermediate Excel skills and confidence handling, analysing and presenting data.

Skills & experience – desirable

- Experience of using the Microsoft Office suite.
- Knowledge of and experience using email marketing software.
- Demonstrable experience of creating engaging content, particularly for the web and social channels.
- A sound knowledge of and interest in the book industry.
- Relevant qualifications, and/or demonstrable experience in a relevant similar role.

We encourage applications even if you do not meet every one of the desirable criteria listed above.

Benefits

- £32,000 salary
- Discretionary performance related pay scheme of up to the equivalent of 5% of salary
- Interest free annual season ticket loan scheme at the end of the probationary period
- 20 days annual leave, plus two additional days – one for the employee's birthday and one 'festival day' – in addition to public holidays

- Additional holiday entitlement for staff with over five years' continuous service
- Group Personal Pension Scheme following successful completion of probation, with the company paying up to the equivalent of 10% of the employee's salary into the scheme
- Life Assurance Scheme and PHI Scheme, subject to limitations

How to apply

If you have proven experience in a similar role and are looking for a new challenge, please email your CV to jobs@booksellers.org.uk, accompanied by a cover letter outlining how your skills and experience match the role.

Closing date: Midnight GMT on 20th September 2026.

Interviews will be held in central London. Please note that applications will be reviewed as and when received, and successful candidates may be invited to interview before the closing date. The successful candidate will have the right to live and work in the UK.

As part of a continuous policy to select with the utmost fairness, applicants will be considered on the basis of their suitability for the post, regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.