Position: **Sales & Marketing Intern**
Reports to: Accounts Manager
Minimum number of hours: 15 hours per week

Suggested reading: *Killer Customer Care* by George W. Colombo, *Soft Selling In A Hard World* by Jerry Vass, *How To Win Friends and Influence People* by Dale Carnegie.

Job summary:
The Sales & Marketing Intern provides administrative support to the in house sales staff, and to a lesser the marketing department as a whole. The Intern, while performing the administrative tasks outlined below, will also be asked to learn and perform a variety of functions related to the sales and marketing of front and backlist books. This is a clerical job that involves keyboarding, computer and phone work as well as the packaging and mailing of sales materials. While there are no strenuous physical activities involved, at times, the Intern will encounter light lifting of books and packages. Informational interviews with company executives are available upon request.

Specific duties:
- Provide administrative support to the sales department, including cleaning up & qualifying niche & regional sales lists, filing, photocopying, sending sales materials in the mail, and other general office tasks.

- Provide support to the in house sales staff by assisting in all aspects of niche & regional sales mailings.

- Work with the Special Markets Sales Coordinator on one campaign from start to finish: brainstorming pitch letter and/or other sales piece, researching existing and new sales outlets, building a mailing list, coordinating actual mailing, making follow-up phone calls to obtain orders and processing orders with Publisher's Group West.

- Actively seek out new contacts and outlets for Special Markets sales opportunities.

- Attend weekly Special Markets Sales meeting with Sales Director and monthly Sales & Marketing departmental meetings.

- Option of attending and/or volunteering at trade and consumer shows and events.

- Option of attending seasonal sales conference with Publisher's Group West.

If you'd like to apply for this internship, please email a resume and cover letter formatted as Microsoft Word attachments to internships@avalonpub.com. Please put the name of this specific internship in your subject line. Our schedules are flexible. This is a PAID internship;

$7.50/hr.

We do not accept phone calls concerning the internship program. For more information please visit www.avalonpub.com/internships/index.html or get to know us (our history, imprints and books) at www.avalonpub.com.