

Marketing & Sales Manager

Gytha Cooperative

Location: Remote (within Canada) or Hybrid (Calgary, AB)

Job Type: Part-time (20 hours/week)

Salary Range: \$24, 000 - \$30,000 CAD / year

Gytha Cooperative is Canada's leading cooperative publisher specializing in comics and graphic novels. Through our magazines *Winter's End* and *Perhaps*, we reach a growing audience of avid readers in both YA and Adult categories.

We are currently seeking a Marketing & Sales Manager to work alongside our Project Manager and Operations & Finance Manager as part of our core administrative team. In this role, you'll guide and manage our relationship with clients, community, and vendors. We're a growing organization, so Marketing & Sales strategy are essential to our success!

We welcome applicants of all backgrounds and experience, but please be aware that our selection will be made on the basis of expertise and competency. This includes industry / community experience, academic experience, and employment experience.

We aim to build roles around the expertise of our employees. If accepted, there will be some degree of co-designing of the position expected of the applicant. At Gytha Cooperative, we aim to build a functional community where everyone's voice is valued.

Gytha Cooperative is a non-traditional organization, based on principles of strict economic democracy. All employees receive voting rights at our bimonthly general meetings, and major strategic or financial decisions concerning the welfare of the whole will require approval before they can be implemented. Applicants should be ready for a different style of workflow than they may have experienced in traditional firms. Some tasks which normally take less time, may take longer at Gytha Cooperative. Other tasks which would normally have long approval times, or be impossible to receive approval for, will be faster and more achievable.

As a small organization, a greater degree of autonomy and self-guidance may be required than at other similar positions at larger firms. Employees will be expected to plan and strategize in concert with the interests of the cooperative, including regularly proposing initiatives and self-analyzing capacity.

An interest in, or experience with, cooperatives, non-profits, not-for-profits and other collaborative workplaces, will be considered an asset. We at Gytha believe in an economy run by and for its labourers, and we expect the same commitment to an egalitarian workplace from all of our employees and colleagues.

Responsibilities:

As our Marketing & Sales Manager, you'll be our voice in the community. You'll seek out and connect with future readers and vendors, and deepen our relationships with our community and the public.

- Marketing strategy and development. We need your expertise to help us shape our community growth strategy! Proposing and pitching development ideas will be an essential part of your work, which means self-guidance, research and planning autonomously will be highly important skills.
- B2B sales outreach with / to booksellers, stores, libraries, festivals, and opportunities for direct sales
- Direct to customer (subscriber) sales and outreach
- Community growth, including pursuing communications with reviewers, partners, and co-promotion opportunities
- Marketing budget development, including frequent proposals both to the admin team and voting members
- Social Media management and growth
- Community management (moderating comments, receiving feedback from the public relaying this to the appropriate admin team member(s))
- Analysis and reporting of results, analytics, and community response. Honesty and clarity are essential to our work, and you will be expected to report the most accurate version of results possible, without slanting or bias, within a non-judgemental environment.
- Proficiency with Microsoft Office Suite, Google Suite, Bookmanager, Instagram, and Square are expected. Some experience with graphics software, including Adobe Suite, and basic Web Development (Weebly, Squarespace, etc.) will be an asset. We contract a graphic designer, but low-impact day-to-day design tasks, such as planning social media posts, will be left to you.

Please keep your cover letter brief. Only include relevant highlights from your experience. Form letters are discouraged.

Applicants from diverse and marginalized backgrounds are encouraged. Accommodations can be made for the application process, if requested. This position is adaptable to various differences of ability, and our team is committed to ensuring that no employee is excluded by difference. We are an LGBTQ+ and neurodiverse-led team. Please contact us at admin@gythapress.org if you require any accommodations or have any questions.

Interested applicants are encouraged to submit their resume / CV and a brief cover letter by **July 15, 2025** to:

Email: admin@gythapress.org

Please include "Marketing and Sales Manager" in your subject line.

We thank you for your interest in this opportunity. Please be aware that only those applicants selected for next stages will be contacted.