

EARTH PATHWAYS

Inspiring Our Connection to the Land



Work with Earth Pathways Diary

www.earthpathwaysdiary.uk

DIGITAL SALES LEAD: Drive Growth for Our Publishing Cooperative!

Flexible, part-time hours - Work from Home/Remote

Are you a digital sales whizz with a desire to make a difference by working with an ethical, Earth-centred cooperative that prioritises support for the environment, artists and writers?

Our small, collaborative publishing cooperative is seeking a motivated Part-Time Digital Sales Lead working remotely to help us reach new customers and share our Earth-care ethos with the world. This role is ideal for a commercially-minded, tech-savvy individual who wants to be an integral part of our friendly team, driving growth and helping to shape our future. Increasing our sales supports the development of new products and also enables us to extend our seed fund activities (where we give away a percentage of any surplus annually to fund UK initiatives that benefit the Earth in some way).

- **Closing Date: 27 February 2026 at 5pm**
- **Hrs: 8 to 10 hours a week**
- **Apply to us by email at admin@earthpathwaysdiary.co.uk. For details, see below.**

About Us

Earth Pathways is a small eco publishing cooperative based in Derbyshire since 2008. We celebrate the work of artists and writers who share a deep love for the land and a desire to live with appreciation and responsibility for this beautiful planet.

We publish the Earth Pathways Diary and Earth Pathways Wall Calendar every year. Our Diary journeys through the seasonal cycle of the year, with a focus on the eight Earth Festivals. Our Calendar is hopeful, heart-led and celebratory. Together, they are full of magical words and images inspired by a deep love for the Earth and positive environmental change. We are passionate about our mission and what we publish. Our cooperative structure means every member has a voice. We value collaboration, creativity, and a genuine love for trying to make a difference in the world.

What You'll Do

- Evaluate our existing sales data and performance to inform and identify new opportunities for sales and ensure revenue targets are met.
- Devise, develop, and lead on our digital sales strategy in order to expand our reach and grow our customer base and revenue over a 12 month period.

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- Establish and nurture new relationships with potential partners and customers and maintain and enhance relationships with our existing customers.
- Collaborate on marketing initiatives, including content planning, email marketing, and social media campaigns, to drive traffic and sales.
- Develop an effective database of existing and potential customers.
- Provide reports on sales performance and insights to the cooperative's leadership.
- Liaise effectively with the management, marketing and design teams to ensure a cohesive approach to all sales initiatives.
- Oversee or feed into content development and measure its impact.

What You'll Bring

- We're looking for a highly motivated, proactive and organised self-starter who thrives in a collaborative, flexible environment, who is passionate about sales and passionate about the Earth.
- We value attitude and cultural fit as much as specific skills.

Essential:

- Proven experience in digital sales roles (3+ years preferred).
- Strong analytical skills and confidence using sales data and or digital marketing data to make informed decisions (experience with Analytics tools like Google Analytics or similar tools is a plus).
- Excellent communication and interpersonal skills, with the ability to work effectively within a small team.
- Experience of creating and using a robust, accessible database to track lead generation and manage sales contacts, information and flow.
- Confidence to contact and negotiate with potential new customers (both digitally and, where necessary, on the phone).
- Well organised and able to work to deadlines
- A genuine passion for working with a cooperative and the work we do
- You will be happy to work remotely on a self-employed basis, using your own computer, and to regularly get together with our team on Google Meet.

Desirable:

- Prior experience in a publishing or cooperative environment.

We Offer:

- A chance to directly contribute to the success of a mission-driven cooperative.
- A supportive, inclusive, and passionate team environment where your ideas are valued.
- A part-time, flexible role (approximately 8-10 hours a week), fully remote.
- Hourly rate range: £19.85 - £22.00 per hour. Paid monthly on invoice.

Note: We are unable to recruit anyone who does not have a legal right to work in the UK. Unfortunately, we cannot provide visa sponsorship.

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How to Apply

If you're excited about this opportunity to drive digital sales for a publishing cooperative with a difference, we encourage you to apply.

Please send us your CV to admin@earthpathwaysdiary.co.uk. Please also send a compelling cover letter explaining: why you want to work with us, how you resonate with our values, and tell us about your sales experience and knowledge of the digital systems that are needed to help with sales.

We look forward to hearing from you.

- **Closing Date: 27 February 2026 at 5pm**
- **Interview Date: In the week of 9 March 2026**

If you would like to have a chat before applying, please get in touch with us on admin@earthpathwaysdiary.co.uk and we will arrange it.

FAQs for the Sales Lead role

Some questions have been sent to us about this role, so we thought it might be handy to summarise our answers here:

- This is a new role. We have always been selling to shops, contributors, and individuals via our website. Now we are ready for someone to be solely in charge of Sales, filling the gaps, and showing us sales things that we never knew, building our reach...
- How do we see Sales as separate from Marketing? The person in the Sales Role has this as their strategic focus. You make use of Marketing, and you may come up with marketing campaigns, and use metrics that show the team the effects of the Marketing campaigns on Sales.
- You won't have a specific sales growth target. We do expect that the person in this role will, after 6 months getting to know the Cooperative and us, have a plan that demonstrates how we can encourage an increase in our sales.
- We want to sell more products so that we can make more money and give more away, and do more good, like planting native trees.
- In your cover letter, please focus on your sales experience and your knowledge of the digital systems that are needed to help with sales.