After a flurry of school-end activity, the town of Wellesley abruptly quiets down at the end of June. Some kids head off to camp and many families are on vacation or just making the most of the warm weather with outdoor activities. With the exception of a lively one-day July Jubilation festival, our downtown shopping area inevitably takes an extended summer hiatus and every year we wrack our brains on ways to keep customers coming in during July and August. One of our most successful initiatives has been our Summer ARC Reviewer Program for kids.

Children from 8-17 are invited into the basement of the store to browse a collection of ARCs that we have set aside for them on a special shelf. They may select any book that looks interesting to them, sign it out in a log book, and take it home with a review sheet. After they read the book, they return the completed review sheet to the store, select another ARC and start the process again. The reviews are used throughout the store and in our newsletter with the readers identified by first name and age. We offer some guidelines on things to think about when crafting a review and the young reviewers LOVE seeing their writing “published” and knowing that their opinions can influence selection in the store. They (and their parents) are delighted to be privy to unique, behind-the-scenes access and we get increased foot traffic, loads of goodwill and genuine feedback on upcoming titles – it’s a pleasure for everyone!

~ Gillian Kohli, NEIBA Board Director, Wellesley Books, Wellesley MA
NEIBA Holiday Catalog 2018

DEADLINE FRIDAY 8/3

The holiday catalog is a fantastic tool for bookstores to use during the important holiday season. We use it to build displays all over the store—on tables, on slatwall columns, on bookcases near our main entrance—and we always order the catalog titles in greater quantities than we normally would. We have stacks of the catalog available at the front counter for busy shoppers to grab and peruse in the weeks before Christmas. We also have it delivered directly to thousands of homes in our market area. The catalog is always a great mix of bestsellers and unheralded gems that publishers want to give one extra push. We can’t imagine the holiday season without the NEIBA catalog.

~Michael Herrmann, Gibson’s Bookstore, Concord, NH

The NEIBA Holiday Catalog is an essential piece of our marketing plan. We insert the catalog in the big Thanksgiving Thursday issue of our local paper, and over the course of the holiday season, we see a significant number of customers come in to the store, catalog in hand, with pages marked, looking for and buying the featured books. There have even been top sellers for us that we were only aware of or buying for store because of the catalog.

~Jenny Lyons, The Vermont Book Shop, Middlebury, VT
Help Wanted

An Unlikely Story in Plainville, MA, is currently looking for upbeat, enthusiastic baristas for part-time positions in our café. Responsibilities will include make espresso drinks, coffee & tea using specialty equipment provided, relaying orders from café to kitchen, running food, busing café tables, restocking café fridges and shelves. This position will be cross-trained to work in the kitchen, too. Optional cross-training in the bookstore is also available for those who are interested.

It is important to us not only that we have the right people in the right position but that the baristas be able to function seamlessly together and be committed to creating a fun, engaging and friendly environment for our customers and for each other. Your schedule will include evening and/or weekend shifts on a regular basis and include shifts as a café server and barista. You must love talking to customers and pay attention to the details.

This position requires standing for long hours and the ability to lift/carry 30 pounds. An Unlikely Story is an equal opportunity employer. If interested, please submit a resume to both leo@anunlikelystory.com and emily@anunlikelystory.com.

The new Williams College Bookstore is hiring a new Team Lead, Trade to handle ordering and manage inventory for the trade books portion of the college bookstore. We are looking for a candidate who can work closely with the Williams College community to develop an exciting array of trade books that will reflect the unique qualities of this highly rated liberal arts college and be a point of attraction in this small New England college town.

Ideal candidates will have a broad interest in books over a wide subject range, knowledge of the book industry—actively following current book trends and authors, familiarity with the publishing houses—as well as 3+ years of retail experience in a bookstore environment. A Bachelor’s Degree is preferred. Candidates should have outstanding communication skills, a love of books and of reading, and the ability to work as both a team player as well as independently.

This position works closely with the management team to ensure all processes related to the ordering, receiving, pricing, and merchandising of trade product are executed within operational standards, to drive sales and profits associated with this product line.

This position also assists customers and recommends book selections based on knowledge of current literature and publishers’ catalogs and book reviews. Acts as leader on duty responding to customer and associate concerns in absence of store manager, as well as having key holder responsibilities such as opening and closing the store and ensuring all bookstore property and team members are safe and secure.
For further details and to APPLY click HERE.
Or send resume to rsimpson@williams.edu