

## **Marketing, Sales & Publicity Coordinator**

Are you a book-lover with an interest in sales and marketing and excellent organisational skills, looking for a career in the book publishing industry?

### **Position Description**

Reporting to the marketing and publicity director, this support role in the small, busy office of an Adelaide-based independent publisher will exercise your skills in the sales and marketing side of the business. We're looking for a self-motivated all-rounder with people skills. This is an excellent opportunity to learn on the job and develop your skills.

### **Key responsibilities**

- Flyer production – management and implementation
- Using InDesign to create sales and marketing materials
- Distribution of marketing materials and samples to the trade
- Marketing of eBooks
- E-news campaign coordination and implementation
- Publicity and events support
- Special sales to non-bookshop clients – sourcing outlets and implementing sales for appropriate titles
- Assist in creating and monitoring sales targets
- Liaison with national sales force
- Phone and reception duties as required

### **Hours**

- Three days a week (0.6FTE).
- Some out-of-hours events work required, with time in lieu offered to cover.

### **Preferred**

Driver's license

### **Essential**

Willingness to be flexible regarding job description (within reasonable constraints), as suits a small office environment.

## **KEY SELECTION CRITERIA**

### **Essential experience and attributes**

- Interest in or knowledge of books/publishing industry
- Organisational ability and attention to detail
- People skills
- Sales and marketing experience, or strong interest in the area
- Ability to write in plain English and good basic grasp of spelling/grammar

### **Preferred experience and attributes**

- InDesign, Excel, and MailChimp skills
- Administration experience

**About the company**

Wakefield Press is an independent Adelaide-based book publisher that turns 30 years old in 2019. We publish around 40 titles each year on a diverse range of topics, including literary and popular fiction, young adult fiction, history, biography, art, poetry, food, wine, the environment, education and true life (ordinary people in extraordinary situations). Our small team operates from our office in centrally located Mile End.

**To apply**

Please send a CV and a cover letter addressing the key section criteria to marketing and publicity director Jo Case at [jo@wakefieldpress.com.au](mailto:jo@wakefieldpress.com.au) by **COB on Friday 4 October**.

Any enquiries can be address to publisher and director Michael Bollen at [michael@wakefieldpress.com.au](mailto:michael@wakefieldpress.com.au) or on 08 8352 4455.