

Job Description

Job title: Publicity and Marketing Assistant **Department:** Publicity
Reports to (title): Publicity Manager **Division:** Global Academic
Date: ASAP

Purpose of the job

Provide general office support to the Publicity Manager and publicity staff as needed, assisting with publicity projects as assigned. Also provide support to the Trade Marketing team, where required.

Principal accountabilities/Key result areas

- Ensure the smooth running of the publicity department, and assist with the smooth running of the Trade Marketing department, as assigned by the Director of Publicity and Trade Marketing, and Publicity Manager.
- Maintain databases, conduct research to support publicity and marketing campaigns, and build contacts and relationships with the media, especially the trade press.
- Respond to all phone calls, emails, and enquiries to the publicity email inbox, and direct enquiries to appropriate publicists.
- General office support: office supplies, compiling press materials and sending books out for review from warehouse, processing author mail, sort department mail, circulate reviews, maintain subscriptions and read the publications we receive, and other departmental support as needed.
- Assist publicity team with sending out publicity alerts/updates, log publicity coverage, and set up searches for clippings/reviews.
- Assist publicity team with campaigns/tours; set up events.

Knowledge and experience

Essential:

- Excellent writing skills, and highly organized
- Creative, enthusiastic and energetic attitude
- Familiarity with key print and electronic book contacts
- Confident dealing with the media and authors, being able to communicate effectively
- Ability to manage multiple projects simultaneously

Desirable:

- Book publicity experience

Key interfaces

Internal: Publicity team, Trade Marketing team

External: Authors, various media contacts, event staff

Organisational chart

