**Position description:** Marketing Coordinator

*Reporting to:* Text’s Marketing Manager & Acting Sales Manager

**KEY RESPONSIBILITIES:**

* Develop and implement marketing plans for frontlist and backlist titles in Australia and New Zealand (including trade and consumer print and digital advertising, in-store campaigns, online strategies, social media campaigns, enewsletter initiatives etc)
* Develop online marketing opportunities, expand Text’s extensive email list and find new ways to reach readers directly
* Maintain and develop Text’s social media channels, including Facebook, Instagram and Goodreads
* Contribute to marketing proposals for the acquisition of new titles (in conjunction with the Marketing Manager & Acting Sales Manager)
* Foster and maintain excellent relationships with booksellers across Australia and NZ
* Liaise with authors about forthcoming titles and marketing strategies
* Write advertising copy and coordinate ads with Text’s marketing designer; arrange print and online advertising spots; and manage the generation of point-of-sale materials (posters, fliers, bookmarks etc)
* Write newsletter and blog copy upon request
* Represent Text Publishing at bookseller and education conferences
* Liaise with the sales, editorial and publicity teams and contribute ideas at monthly inter-departmental meetings
* Read manuscripts for acquisition and contribute assessments at editorial meetings.

**KEY SELECTION CRITERIA:**

* Exceptional writing and proofreading abilities
* Excellent knowledge of and competence in social media, and experience in developing and implementing print and online marketing initiatives
* Outstanding administrative organisation, strong time management skills, demonstrated ability to prioritise effectively, and close attention to detail when working at speed
* Experience with Word, Excel, InDesign, Photoshop and database programs
* A current Australian driver’s licence
* A love of books and reading.

**Applications must include a response to the Key Selection Criteria, and must be received at** [**applications@textpublishing.com.au**](mailto:applications@textpublishing.com.au) **by 9am on Mon 3 September.**