



## POSITION DESCRIPTION

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### **Marketing Co-ordinator [Maternity Leave cover]**

Text is looking for a team player with excellent written and verbal communication skills. This role is ideal for an organised and energetic person with prior marketing experience. Our ideal candidate is a great reader with plenty of initiative who likes to work across both strategic and operational levels.

This is a 12-month Maternity Leave cover role.

#### **Key responsibilities**

- Develop and execute marketing strategy across Text's front- and backlist titles
- Participate in acquisition discussions, read manuscripts for acquisition, attend meetings with authors and agents to convey marketing vision
- Working with the Strategic Director, coordinate the annual marketing budget to ensure spend falls within agreed parameters
- Collaborate closely with colleagues to ensure that Marketing initiatives contribute directly to sales outcomes and broader promotional campaigns
- Liaise with authors and agents about marketing strategies and outcomes
- Contribute ideas and feedback at forward title positioning meetings
- Liaise with international publishing/broadcast partners as required
- Represent Text at bookseller and education conferences
- Write newsletter and blog copy as required
- Prepare marketing report for monthly in-house meetings

#### **Digital:**

- Co-ordinate Text's social media strategy including Instagram, Facebook, TikTok and X
- Create and distribute digital assets to authors for sales and marketing purposes
- Brief colleagues in design and production on marketing materials for both consumer and trade promotions
- Utilise Text's Amazon advertising initiatives , including A+ and storefronts



- Work with colleagues to ensure the efficiency of Text's metadata processes, across print and ebook

**General marketing:**

- Ongoing analysis and measurement of marketing initiatives, including exploration of marketing tracking tools
- Liaise with printers for the creation of marketing collateral

**Key Selection Criteria:**

- Excellent knowledge of and competence in social media, and experience in developing and implementing print and online marketing initiatives
- Outstanding administrative and time management skills, ability to prioritise effectively, and close attention to detail when working at speed
- Experience with Word, Excel, InDesign, Photoshop, iMovie and database programs
- Exceptional writing and proofreading abilities
- A love of books and reading

**Desirable attributes:**

- A current Australian driver licence
- Bookselling experience is an advantage

**Terms:** This is a full-time position, for a period of 12-months. The role is based in Melbourne. Terms and conditions for this role will be discussed at interview.

**Reporting:** To the Strategic Director

**Salary:** To be negotiated with the successful applicant according to experience within the book industry

Applications must include a response to the Key Selection Criteria above and be received by 9am on Friday 24 April at [applications@textpublishing.com.au](mailto:applications@textpublishing.com.au)