

Position description — Publicist or Senior Publicist, Text Publishing

Text's Publicity department is strongly author-focused, with an emphasis on excellent relationships with the book trade and media. The team works energetically across frontlist and backlist titles. It has a great reputation for its prominent press campaigns and its proactive and supportive approach to authors.

To be successful in the role you must have a passion for ideas and culture, and an understanding of Australia's literary culture. The role requires travel, evening and weekend work at times.

To be eligible for the role of Senior Publicist, candidates must have a strong existing media network and prior experience in literary publicity.

This position is for an ongoing full-time role.

Key Responsibilities:

- Arranging Australian and New Zealand media coverage of Text Publishing books, across front- and backlist titles
- Planning, publicising and attending author events and launches
- Preparing detailed publicity schedules for frontlist authors
- Performing caretaking duties for Australian and international authors
- Coordinating regular mailouts of books and press materials for new titles
- Expanding Text's national profile through media analysis, exploring new avenues
- Maintaining and updating media and community interest databases
- Writing copy for press materials, catalogues, invitations and flyers
- Preparing monthly new title briefs for sales reps (Penguin Random House)
- Notifying sales managers and reps regarding forthcoming events
- Reading and reporting on manuscripts being considered for acquisition
- Maintaining records of media praise for front- and backlist titles

THE TEXT PUBLISHING COMPANY

ACN 063 671 205

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Key Selection Criteria:

- Experience in the book industry is essential, as is a love of books and reading
- Prior experience in book publicity will be considered very favourably, as will strong existing media networks
- Excellent phone manner and interpersonal abilities
- First-rate administration and organisational skills
- Strong writing and proofreading skills
- Full vaccination certificate
- Current Australian driver license. Candidates must be confident to transport authors by car as required

Desirable attributes:

- Experience with Word, Excel, InDesign and database programs

Applications must include a response to the Key Selection Criteria, and be received by 9am on Monday 22 May 2023.

Terms: Full-time position, based in Melbourne

Reporting: To the Strategic Director

Salary / Conditions: The salary for this role will vary according to the successful candidate's level of experience.

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