



Text Publishing

POSITION DESCRIPTION

Marketing Coordinator

Text's marketing unit is looking for a team player with excellent writing and communication skills. This role is ideal for an organised and energetic person with some prior marketing experience. Needless to say, you'll have to be a great reader.

Responsible for the implementation of marketing initiatives, the Marketing Coordinator role contains largely operational tasks.

Key responsibilities:

- Build and expand relationships with digital influencers to support Text's titles
- Contribute to campaign strategies and action marketing initiatives
- Brainstorm positioning and messaging for lead title campaigns
- Contribute digital content ideas in blog meetings with Digital and Sales teams
- Maintain and grow the Text brand
- Schedule and grow Text social media channels (Facebook, Goodreads and Instagram)
- Write ad, blog and newsletter copy
- Brief design department on marketing collateral
- Visit bookshops with authors
- Work with Sales on trade mailouts, including point-of-sale and reading copies
- Pitch titles to book clubs, both in-store at bookshops and online
- Write submissions for Text titles for VCE
- Write and send once-a-term Education Newsletter using IceLab mailer
- Commission and typeset teaching notes and book club notes as required
- Write monthly bookseller email, providing information and resources
- Read and report for acquisition, contribute to editorial meetings
- Update marketing budget and promotions schedule (using Excel)
- Liaise with printers for the creation of marketing collateral



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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, iMovie and database programs
- A love of books and reading

Desirable attributes:

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

Terms: This is a full-time position based in Melbourne. However, the successful applicant might negotiate reduced hours

Reporting: To the Marketing Manager

Salary: To be negotiated with the successful applicant

Applications **must** include a response to the Key Selection Criteria above, and must be received at applications@textpublishing.com.au by 9am on Monday 20 July.