

Position description — Publicity Assistant, Text Publishing (2019)

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 front and backlist titles, and has a great reputation for its prominent publicity campaigns and its proactive and supportive approach to authors.

The Publicity Assistant is responsible for providing timely and effective support to assist in the development and delivery of publicity campaigns. This role is an outstanding opportunity for an entry level applicant to join an esteemed publishing company.

Key responsibilities:

- Supporting the publicity team through the implementation of Australian and New Zealand publicity campaigns of Text Publishing books, across front and backlist titles
- Assisting with events for international and local authors, this may include attending author events and launches (often involving travel within Australia and New Zealand)
- Conducting monthly mailouts of books and publicity/marketing materials for new releases, plus additional mailouts on request
- Producing publicity materials (posters, press releases, invitations)
- Generating schedules for Text author tours and festival programs
- Adding author events to the Text website and company calendar
- Maintaining and constantly expanding Text's media, bookseller, events and community interest database
- Collating, documenting and reporting on Text's media and review coverage
- General administrative tasks related to the publicity department (e.g. manuscript bind-ups, posting of bookseller copies, etc.)
- Liaising with Text's distributor (Penguin Random House) over campaign information.

- Managing event stock including festival ordering, book swaps, liaising with booksellers and notifying PRH sales managers and reps about forthcoming events
- Reading and reporting to the company on manuscripts to be considered for acquisition.
- Liaising with other departments including marketing, sales, editorial and design.

Key Selection Criteria:

- A love of books and reading
- Strong writing and proofreading skills
- Excellent phone manner and interpersonal abilities
- First-rate administration and organisational skills
- Experience with Word, Excel, InDesign and database programs
- A current Australian driver's licence
- Experience in the book industry would be an advantage.

Applications must include a response to the Key Selection Criteria, and be received via email at applications@textpublishing.com.au by 5pm on Wednesday 23 January.

Terms: This is a 12-month contract based in Melbourne
 Reporting: To the Publicity Manager
 Salary: To be negotiated with the successful applicant