



POSITION DESCRIPTION

Marketing Co-ordinator

Text is looking for a team player with excellent written and 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.

Key responsibilities

- Develop and execute Marketing strategy across Text's front- and backlist titles
- Participate in acquisition discussions, read manuscripts for acquisition, attend acquisition 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 the Sales Co-ordinator and Publicity team to ensure that Marketing initiatives contribute directly to sales outcomes and broader promotional campaigns
- Liaise with authors and agents about marketing strategies
- Liaise with Digital Manager to ensure website and blog content is current across promotions and priorities, news, awards, etc
- Contribute ideas and feedback at forward title positioning meetings
- Represent Text at bookseller and education conferences
- Liaise with international publishing/broadcast partners as required
- Write newsletter and blog copy as required
- Prepare Marketing report for monthly in-house General Meeting

Digital:

- Co-ordinate Text's social media strategy including Instagram, Facebook, TikTok and Twitter
- Create and distribute digital assets to authors and the Sales Co-ordinator
- Brief Design and Production on marketing materials for both consumer and trade promotions, in collaboration with the Sales Co-ordinator
- Utilise Text's Amazon advertising initiatives , including A+ and storefronts



- Work with the Digital Manager to ensure 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:

- 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 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
- 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 based in Melbourne
Terms and conditions for the 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 Monday 24 July at applications@textpublishing.com.au