



Text Publishing

POSITION DESCRIPTION

Publicist, Text Publishing (9-month maternity leave cover)

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, and has a great reputation for its prominent publicity campaigns and its proactive and supportive approach to authors. This 9-month maternity cover position commences in September 2020.

Key responsibilities:

- Arranging Australian and New Zealand media coverage of Text Publishing titles, across frontlist and backlist
- Planning, publicising and attending author events and launches (subject to current health advice)
- Preparing detailed publicity schedules for frontlist authors
- Performing caretaking duties for Australian and international authors
- Conducting regular mailouts of books and press materials for new titles as well as frequent information about events and activities
- Expanding Text's national profile through constant media analysis, exploring new avenues
- Maintaining and constantly expanding up-to-date media and community interest databases
- Writing copy for press materials, catalogues, invitations and flyers
- Preparing monthly sales materials for Text's distributors (Penguin Random House AU and NZ)
- Notifying PRH sales managers and reps about forthcoming events
- Reading and reporting to the company on manuscripts to be considered for acquisition.



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Key Selection Criteria:

- Experience in some aspect of the book industry is essential, along with a love of books and reading
- Prior experience in book publicity will be considered very favourably
- Excellent phone manner and interpersonal abilities
- First-rate administration and organisational skills
- Strong writing and proofreading skills

Desirable attributes:

- Experience with Word, Excel, InDesign and database programs
- A current Australian driver's licence

Applications must include a response to the Key Selection Criteria, and must be received by 9am on 20 July 2020, at applications@textpublishing.com.au

Terms: This is a full-time position based in Melbourne. However, slightly reduced hours might be negotiated by applicants with extensive experience in book publicity

Reporting: To the Strategic Director

Salary: To be negotiated with the successful applicant