

**Position description:** Marketing Assistant (full-time)

**Key responsibilities:**

- Assisting with the development and implementation of marketing plans across Text's frontlist, and trade and ebook promotions for front and backlist titles, in conjunction with the marketing manager
- Coordinating advertising bookings across the calendar year, and on an ad-hoc basis as required, and assisting with writing copy for ads
- Contributing ideas and writing copy for the Text website and blog, in conjunction with the marketing manager and digital manager—including selecting extracts and doing author Q&As
- Developing content for Facebook and Goodreads, including writing original copy and doing giveaways and promotions
- Updating events listings, praise quotes and awards information on Text's website
- Organising stock and marketing materials for, and representing Text Publishing at, annual bookseller and education conferences
- Communicating with authors, agents and booksellers about marketing initiatives for new releases
- Emailing extra marketing content such as bookclub notes and author videos to key booksellers each month
- Preparing marketing campaign information to present at monthly inter-departmental meetings and circulating the same via email
- Reading manuscripts for acquisition and contributing assessments at editorial meetings

**Key Selection Criteria:**

- A love of books and reading
- The ability to initiate and maintain relationships across a wide range of contacts
- Strong writing and proofreading skills
- First-rate administration and organisational skills
- Experience with Word, Excel and InDesign
- A current Australian driver's licence.

**Applications must include a response to the Key Selection Criteria, and must be received by 9am on Monday 21 November.**

**Terms:** This is a full-time position on a one-year contract, based in Melbourne

**Reporting:** To the Marketing Manager

**Salary:** To be negotiated with the successful applicant