

Position description — Publicist, Text Publishing

Text Publishing'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.

Key responsibilities:

- Arranging Australian and New Zealand media coverage of Text titles, across front- and backlist titles, through all media channels
- Planning, publicising and attending author events and launches (often involving travel within Australia and New Zealand)
- Preparing detailed publicity schedules for frontlist authors
- Performing caretaking duties for Australian and international authors
- Coordinating authors' participation in non-trade events
- 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 and uploading monthly sales materials for Text's distributors (RRH Australia and NZ) to schedule
- Notifying distributor's sales managers and reps regarding forthcoming events
- Reading and reporting to the company on manuscripts to be considered for acquisition

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
- An excellent phone manner

- First-rate administration and organisational skills
- Experience with Word, Excel, InDesign and database programs
- A current Australian driver's licence
- Experience in a publicity role.

Applications must include a response to the Key Selection Criteria, and must be received by 9am on Monday 18 July.

Terms: This is a full-time position based in Melbourne

Reporting: To the Publicity Manager

Salary: To be negotiated with the successful applicant