

Content Promotions Executive – School of Arts & Media – Grade E

Job Description

Purpose

The Content Promotions Executive will provide significant administrative support, ensuring the smooth running of all marketing and publicity campaigns, as well as creative input and planning. The role will develop highly creative consumer campaigns across physical, digital and audio products.

Duties

1. Co-ordinate submissions for all national and regional children's book awards.
2. Monitor and record press coverage, including compiling coverage reports as required.
3. Co-ordinate and send regular mailings for press and influencers, including for key seasonal moments e.g. Easter, Halloween, Christmas.
4. Manage submissions for the monthly Children's Previews in The Bookseller (publishing industry magazine).
5. Support the Publisher to organise high-profile events, including planning, logistics and accompanying authors, including at festivals, schools, launches and tours.
6. Support the Publisher on a range of tasks for agreed key marketing and publicity campaigns including influencer outreach, media pitching, event planning, print & digital advertising, amazon advertising, social media and email marketing.
7. Complete key admin tasks including scheduling meetings, managing file sharing, mailings, monitoring the general inbox and dealing with enquiries.
8. Create and schedule social media posts for key campaigns across all Fox & Ink Books Channels.
9. Assist with updates, maintenance, and content creation for the Fox & Ink Books website.
10. Create presentations, where necessary, for internal presentations and author meetings.
11. With regards to the nature of your role and its impact upon our students, make an active contribution to and support the improvement of the student experience.
12. Undertake other relevant duties and responsibilities appropriate to the grade of the post.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Undergraduate degree in a related discipline or equivalent experiential learning (Application).
- Previous experience working in PR and marketing in publishing, children's publishing would be preferred (Application/Interview).
- Knowledge of software such as InDesign, Photoshop and Excel (Application/Interview).
- Established network of media contacts across all channels (Application/Interview).
- Knowledge or understanding of social media platforms (Application/Interview).
- Digital marketing knowledge (Application/Interview).
- Working knowledge of Microsoft programmes (Application/Interview).
- Excellent organisational skills and attention to detail (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Formal training in InDesign and Photoshop (Application/Interview)
- Masters degree in Publishing or related discipline (Application)
- Knowledge of the Children's Book Market (Application/Interview)
- Knowledge of the Women's Fiction Market (Application/Interview)