

## **Black Inc. – Publicist/Senior Publicist [2018 PD]**

The publicity team at Black Inc. work hard to deliver outstanding results across print, broadcast and online media. We are a small house with a big reputation, and our considered and strategic approach to campaign delivery ensure our titles receive maximum publicity. Our media and other stakeholder relationships are excellent, as is our commitment to author care.

Reporting to the head of marketing & publicity, this position is for a sharp thinker who can juggle a multitude of tasks and consistently achieve strong results for our books.

The successful publicist/senior publicist will develop and execute high-impact publicity schedules for both our nonfiction and fiction list, maximising publicity coverage and sales.

### **Essential duties**

- Develop effective publicity strategies for allocated titles
- Create and execute publicity schedules, including broadcast interviews, reviews and serialisation, opinion pieces, etc.
- Create effective public-facing marketing (inc. digital and print advertising)
- Manage and report on publicity budgets for allocated titles
- Research and organise media lists
- Arrange author events and appearances with a high-level of author care
- Support the department by responding to general publicity enquiries and overflow
- Maintain existing media relationships, whilst proactively building new and exciting networks
- Attend and contribute to in-house planning meetings and title briefings
- Provide publicity and marketing points for PRH (Biblio)
- Maintain current media database and campaign monitor
- Manage title keywords for media portals and other administrative duties as directed
- Manage advance review mailings for export releases to international trade news
- Develop and implement social media campaigns for allocated titles, including social media advertising
- Contribute to online brand engagement by creating and repurposing content
- Attend author events, launches and festivals as required
- Draft copy for marketing and other promotional material, and brief design activity

### **Basic qualifications**

- High-level of familiarity with the Australian media landscape
- Strong working knowledge of social media channels – Facebook, Twitter, Instagram
- Love of books and demonstrated knowledge about the Australian publishing industry
- Excellent writing skills, with the ability to create innovative and engaging copy
- Ability to take direction and work toward common goals as part of a committed team
- Ability to responsively juggle multiple projects in a fast-paced environment
- Strong working knowledge of Microsoft Office, and preferably also InDesign

Candidates should be creative and detail-oriented multi-taskers with a passion for books and publishing, and an interest in publicity and marketing.

Please note some interstate travel will be required. The role can be part-time, and is for an immediate start.

Applications due by Friday, 15 June 2018.

Please send cover letter and CV to [enquiries@blackincbooks.com](mailto:enquiries@blackincbooks.com)