

PUBLICITY MANAGER (F/T)

2020 Job Description, Small Press Distribution

We are seeking a Publicity Manager to join our team at SPD. The ideal candidate will have several years of experience in, or adjacent to, mission-driven small press publishing and/or literary nonprofit work. They should have exceptional verbal and written communication skills; an ability to juggle projects, deadlines, and duties; as well be adaptable and self-motivated in managing their workload, learning new skills, and problem solving.

The ideal candidate will have knowledge of the wider publishing industry, a familiarity with major and niche media outlets, be a passionate advocate and enthusiastic reader of small press and underrepresented literature in general, and desire to be an active participant in the wider literary community. We would love to find someone with a good sense of humor and unique communication style who will take pleasure in working with SPD's already-established publicity and social media voice as well as instill confidence in client publishers. Knowledge of graphic design software such as Adobe Photoshop and Canva strongly preferred. Facility with data management systems and book industry specific data transmission software including EDI and NETREAD are a plus.

This is a managerial position responsible for designing and implementing publicity initiatives. The successful candidate will oversee the workload and tasks of other members of the publicity team, as well as working closely with a Data Manager to take on and delegate related Sales tasks. This position reports directly to the Executive Director.

Salary range \$45,000-\$55,000 dependent on experience. Full time position includes benefits (Kaiser medical, PPO dental, FSA, etc). Hours are 9:00am-5:00pm M-F, including 1 hour paid lunch and two ten minute paid breaks.

Position will begin remotely, but candidate will have to be located in the Bay Area once on-site work can safely resume in SPD's Berkeley-based warehouse. Ideal start date is mid to early December. Applications will begin being reviewed on December 4th and will be read on a rolling basis until the position is filled.

Small Press Distribution exists to connect the greatest diversity of writers with equally diverse readers. Diversity and inclusion represent core SPD values--we strongly encourage people of color, people with a disability, veterans, immigrants, refugees, and LGBTQIA+ candidates to apply.

Please email a resume or CV and cover letter to the hiring committee at resumes@spdbooks.org.

The position will have the following responsibilities, although this is not an exhaustive list:

Sales & Publicity:

- Design and implement SPD's key marketing initiatives, especially as those campaigns relate to publicity and social media messaging.
- Provide support to the sales and data team, keeping books in stock, checking demand and inventory, receiving and troubleshooting electronic orders through EDI, all toward the goal of achieving annual sales goals.
- Contribute as needed toward setting and analyzing the annual sales goals.
- Design and produce periodic marketing material, including SPD recommends, newsletters, print material, branded collateral, publisher ads, etc.
- Manage and maintain the publicity and promotion elements of SPD's website, particularly monthly promotional sales and the development of unique web content.
- Coordinate and manage social media and publicity team, as well as the customer service associates, as needed to complete the above tasks with an eye towards equitable workload and efficient workflow.
- Develop and maintain paid ad programs and ad sales with an eye towards what is financially beneficial for small publishers.
- Consult with SPD's client publishers, be aware of publication schedules for new titles, provide technical assistance and advise them on specific publicity and marketing efforts that will work best for them.
- Attend trade shows, book fairs and other industry events as a representative of SPD, maintain good relationships and seek out mutually beneficial collaborations with other local organizations and literary nonprofits. (This may mean traveling to national conferences up to 2 times per year.)
- Assist in planning and hosting SPD Presents reading series and other events in collaboration with other staff.

Customer Service

- Respond to phone inquiries and orders as needed as a part of front-office staff.

Development / Events

- Assist Executive Director and Managing Director in developing, managing, and implementing special events, fundraisers, or other projects or grant-funded initiatives that further SPD's mission.
- Along with Managing Director, innovate opportunities to connect SPD's individual giving program to sales and publicity initiatives.

Cross-training

- Cross-train to cover shipping needs in case of warehouse vacations or illness.
- Cross-train to cover basic customer service needs in case of vacations or illness.

Skills

Graphic design and fluency with the Adobe Creative Suite, facility with Excel & the Microsoft Office Suite