

UNIVERSITY OF OTAGO
Ōtākou Whakaihu Waka

JOB DESCRIPTION

ROLE TITLE:	Marketing & Publicity Coordinator
DEPARTMENT:	Otago University Press
SCHOOL / DIVISION:	Research Division
REPORTS TO:	Publisher, Otago University Press
DIRECT REPORTS (FTE):	None
INDIRECT REPORTS (FTE)	None

1. PRIMARY PURPOSE OF THE ROLE:

To develop and execute marketing and publicity strategies for Otago University Press and its publications.

2. ACCOUNTABILITIES:

- To build a community of interest and support and achieve visibility for OUP, its authors and its publications through social media and other channels.
- To create and implement (and regularly revise) strategies for media/publicity, brand management, and increased sales.
- To publicise individual books and authors nationally and internationally through the creation and execution of individual marketing plans for each book (approx. 20 per year).
- To publicise *Landfall* magazine nationally and internationally (2 per year).
- Work proactively with Book Festival organisers around the country to organise appearances for OUP authors wherever possible.
- To support sales reps and OUP's book distributors (NZ, UK, US, Australia) by providing thorough and timely information for every publication.
- To represent Otago University Press at various events, as required.

3. KEY TASKS:

Marketing:

- Develop and execute an individual marketing campaign for each publication, identifying target audiences for particular titles.
- Attend the annual book trade conference with the Publisher, making appointments ahead of time with booksellers.
- Maintain the OUP website, Facebook page, Twitter feed, and other social media where relevant.
- Prepare copy trade promotions, catalogues, and advertisements.
- Write, produce, and distribute a regular newsletter to contacts.

Publicity:

- Brief and liaise with the OUP Publicity Assistant as required.
- Brief and liaise with external publicists as required.
- Maintain well-organised and up-to-date book publicity files, and media and contact databases.
- Develop review copy lists for each book in consultation with the author and arrange dispatch of review copies.
- Draft a media release for each new title in consultation with the Publisher and the author.
- Oversee preparation of launch invitations, and fliers for conferences and other events as required.
- Organise and attend book launches.
- Generally liaise with media, ensuring images, contacts and stories are supplied as required.
- Confirm *Landfall* advertisements for each issue.

Distributor support:

- Prepare sales material and New Title Information sheets and send to book distributors, Nielsen Book Data and sales reps in New Zealand, the UK, and the US in a timely fashion.
- Prepare a monthly publicity brief of new media coverage for the sales reps.
- Dispatch annual catalogues to sales reps, libraries, distributors, media.

Author liaison:

- Liaise with authors at all points in the promotion process, ensuring that they know what is happening and that they see drafts of any written material.
- Copy book reviews to authors and maintain up-to-date review files.

4. KEY RELATIONSHIPS:

Internal:

- All other OUP team members (including an especially close working relationship with the Publicity Assistant)
- University Communications staff
- Web Services team
- Marketing interns

External:

- Distributors of OUP books in NZ, US, UK, and Australia Nielsen Book Data
- Archetype Book Reps (NZ)
- External contract book publicists
- Media
- Book reviewers
- Event organisers
- Book authors

5. QUALIFICATIONS & EXPERIENCE:

Essential:

- University degree.
- Relevant publicity and/or marketing experience, ideally gained within the book industry; OR completion of a recognised industry training course, e.g., the Graduate Diploma in Publishing from Whitireia New Zealand.
- A love of books & reading.
- Exemplary organisational skills.
- Knowledge of and interest in the book market, publishing, and publishing trends.
- A bright, personable self-starter with a high degree of initiative.
- Responsible, efficient, enthusiastic, creative, diplomatic.
- Excellent writing and communication skills.

Preferred:

- Experience of working in a publishing house.
- Experience with InDesign and Photoshop.
- Proficiency with the University's CMS web programme.

6. TECHNICAL SKILLS & KNOWLEDGE:

Essential:

- Excellent writing and communication skills.
- Proficiency with Microsoft Word and Excel.

Preferred:

- Experience with InDesign and Photoshop.

7. SPECIAL REQUIREMENTS:

The role involves working book launches and other events, usually 5pm–7pm approx. once a month, and annual attendance at the Booksellers Conference in Auckland for a weekend. Other out-of-hours commitments are possible from time to time.

8. DIRECT BUDGET ACCOUNTABILITY:

Authority to commission advertising, and event expenditure up to \$10,000.

9. MĀORI STRATEGIC FRAMEWORK:

Act in a manner consistent with the principles and implications, as well as the University's commitment to the Treaty as articulated in the Māori Strategic Framework.

10. PACIFIC STRATEGIC FRAMEWORK:

Act in a manner consistent with the strategies and goals contained in the University's Pacific Strategic Framework, role-modelling and promoting Pacific values, equity and diversity principles and cultural safety practices.

11. HEALTH & SAFETY:

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks, and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors, and other staff.

12. SUSTAINABILITY:

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.