

HOLIDAY HOUSE



JOB DESCRIPTION

Job Title: Publicist/Senior Publicist

Department: Marketing & Publicity

Position Summary: The Publicist/Senior Publicist will be responsible for his/her own publicity campaigns for picture books through YA novels. The publicist will develop and manage relationships with Holiday House authors and illustrators as well as book reviewers, journal editors, and bloggers; pitch and secure media across all trade and consumer outlets; oversee bookings for festivals, in-store, and school appearances; among others.

Essential Duties and Responsibilities include the following. Others may be assigned.

- Create & execute innovative publicity plans for new titles each season
- Write press materials, including press releases and persuasive pitch letters
- Pitch stories and interviews to print, online, and broadcast media
- Arrange book tours and strategic author appearances, attending events as needed
- Grow and manage list of publicity contacts, including key bloggers
- Arrange creative blog tours
- Oversee book submissions to reviewers and key media contacts

Qualifications: In the role of publicist/senior publicist, the person must be able to prioritize, multi-task, and problem-solve, all in a fast-paced environment. He or she must have the ability to work collaboratively and independently and will be expected to interact successfully with marketing, sales, and editorial teams.

Please apply if you meet the following minimum requirements:

- Bachelor's degree from four-year college/university
- Two-four years prior book publicity or public relations experience required
- Excellent writing skills
- Excellent communication and organizational skills
- Highly organized, ability to manage multiple priorities simultaneously
- Strong word processing skills and Excel skills; Experience using Cision and Google Drive a plus
- Knowledgeable about Edelweiss online services

TO APPLY: Send cover note, resume, and two writing samples to Terry Borzumato-Greenberg at tborzumato@holidayhouse.com

ABOUT HOLIDAY HOUSE

Since 1935, Holiday House has been proud to gather together talented authors and illustrators and to publish quality books that entertain, enlighten, and educate children. Known for having a deep list of timeless and award-winning books for children and young adult readers, Holiday House publishes the award-winning I Like to Read® series of picture books for emergent readers. In 2018, it launched its first eponymous imprints, Margaret Ferguson Books and Neal Porter Books.