

HOLIDAY HOUSE



JOB DESCRIPTION

Job Title: Associate Publicist
Department: Marketing & Publicity
Reports To: Senior Publicist

Position Summary

Holiday House seeks an Associate Publicist to execute publicity campaigns for approximately 20-25 books each season, manage his or her own titles, offer support on larger campaigns, and is responsible for sending books for review as well as tracking and disseminating reviews. A well-spoken individual with previous full-time work experience from a publishing house or relevant public relations agency would be an ideal candidate.

Essential Duties and Responsibilities

- Executes publicity campaigns for approximately 20-25 books each season alongside senior pr staff.
- Researches media outlets, writes press materials, maintains media lists, pitches and books events, makes travel arrangements for authors, and attends weekly publicity and sales and marketing meetings.
- Pitches books to media in a timely manner and secures press coverage for assigned titles as well as key backlist categories.
- Attends local bookstore and press events when necessary
- Tracks departmental expenses and warehouse mailings against set budgets.
- Sends books for review, tracks reviews, and assists senior members of the department on their projects.

Please apply if you meet the following minimum requirements:

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

TO APPLY: Send cover note, resume, and two writing samples to Cheryl Lew at clew@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 and includes the eponymous imprints of Margaret Ferguson Books and Neal Porter Books.