

HOLIDAY HOUSE



JOB DESCRIPTION

Job Title: Marketing Assistant
Department: Marketing & Publicity
Reports To: VP of Marketing & Publicity

Position Summary

Holiday House seeks a Marketing Assistant for a varied position which includes award submissions, website updates, maintaining departmental marketing plan grids, inputting promotional details into database, assisting publicity/school and library with key mailings, assisting trade team with promotional materials, maintaining Filemaker Pro database, coordinating book mailings to top contacts. A well-spoken individual with an interest in children's books would be an ideal candidate.

Essential Duties and Responsibilities

- Recommends titles and handles mailings for school and library award submissions
- Creates online newsletter and updates website with direction from VP on selections, creates online versions of seasonal catalogs and uploads to website
- Responsible for key mailings to top libraries, school systems nationwide
- Maintains marketing database of librarians, educators, and booksellers
- Brainstorms marketing plans with team across all channels, including print and online materials; creates and maintains seasonal grids and uploads details to MyPlans
- For social media, assists with daily media posts across all social media platforms
- Assists marketing and publicity teams with projects as necessary; supports marketing team with seasonal industry mailings

Please apply if you meet the following minimum requirements:

- Bachelor's degree from four-year college/university
- Publishing and social media courses/experience a plus
- Excellent writing skills
- Excellent communication and organizational skills
- Highly organized, ability to manage multiple priorities simultaneously
- Strong word processing skills; intermediate Excel skills

TO APPLY: Send cover note, resume, two writing samples, and social media handles 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 and includes the eponymous imprints of Margaret Ferguson Books and Neal Porter Books.