

## **Marketing Manager**

This position will play a key role in consumer-facing marketing for The Walker Books Group US publishers—Candlewick Press, Holiday House, Peachtree, and their imprints—working with the VP and other team members on marketing campaigns for both frontlist and backlist titles, including advertising, newsletter marketing, and websites, and supporting overall marketing strategy by crafting and executing campaigns to target children’s book consumers, crossover readers, and parents and grandparents of readers. This position will also play a key role in developing and executing partnerships.

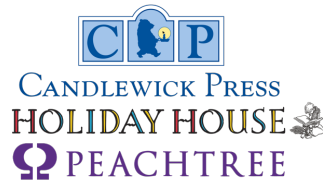
The ideal candidate will be an organized, and dynamic marketing professional with a knowledge of the children’s books marketplace; with experience using data and metrics to assess campaign success; and someone who loves connecting readers with books. This is a highly collaborative role, perfect for someone with initiative and creativity, and also an eye for detail and scheduling.

Responsibilities include:

- Independently managing marketing campaigns for select titles across the list
- Newsletter content creation for books ranging from preschool board books to young adult novels, established brands, and debut authors/illustrators
- Backlist marketing, including seasonal and holiday titles, with an eye toward expanding reach for evergreen titles and developing new audiences for growing ones
- Executing advertising campaigns (digital, social, print, podcast) from insertion orders to results analysis
- Build and maintain relationships with external partners
- Seasonal website updates and content creation
- Close collaboration with sales and other marketing colleagues
- Communicating thoughtful marketing and advertising updates and analyses leading up to, during, and after publication to both external and internal stakeholders
- Using digital tools and analytics to drive marketing strategies

Minimum 6 years of experience, ideally for a children’s book publisher

- Minimum of three years of progressive marketing experience in book publishing
- Excellent project management, organizational, and collaboration skills
- Self-motivated, able to prioritize, and can work independently as well as in a team
- Strong written communication skills and the ability to craft engaging and thoughtful copy
- Experience presenting in front of groups including internal meetings and with outside clients



This is a full-time position based in Somerville, MA, Atlanta, GA, or New York, NY with the option for hybrid work. The salary range for this position is 50-65k based on experience and location. A comprehensive benefits package is offered including medical, dental, life and disability insurance; flex spending and 401k plans, voluntary benefits, generous paid time off and much more!

All children deserve to see themselves, their families, and their communities represented in the books they read. As children's book publishers, it is our goal to ensure that the books and content we publish authentically and joyfully reflect the world around us. As an employer, we are committed to creating and maintaining a supportive working environment where everyone is included, valued, and empowered to do their best and most creative work. As an equal opportunities employer, we welcome candidates from all backgrounds without regard to race, ethnicity, gender identity, sexual orientation, age, disability, religion, sex, or any other characteristic protected by law and those not yet protected by law.

**To Apply: submit a resume and cover letter via e-mail to [careers@candlewick.com](mailto:careers@candlewick.com), referencing "Marketing Manager".**