



Publicist

This is an exciting opportunity to join The Walker Books Group, one of the world's leading publishers of books and content for young readers, renowned for its truly original publishing and outstanding quality. This position reports to the Assistant Director of Publicity, and is to be an integral part of a dynamic publicity team with opportunities for close cooperation and partnership with an integrated marketing and sales team across Candlewick Press, Holiday House, and Peachtree. The role entails planning of PR and promotional initiatives, title specific campaigns both frontlist and backlist, monitoring and leveraging media coverage and assisting with communications outreach; helping to create publicity plans to maximize awareness for our books and creators and drive sales growth. With a focus on creativity, collaboration, and strategic growth, this role offers the chance to make a tangible impact in the publishing industry while working alongside a passionate and supportive team.

Responsibilities include but are not limited to the following:

- Creating and executing publicity campaigns for titles and series, including a range of genres and formats from picture book to middle grade, including planning and executing media placement for both book review coverage as well as off-the-book-page coverage for select titles and authors across print, broadcast, and online outlets. Proficiency in Muck Rack media platform preferred.
- Acting as the liaison between authors and illustrators and the media as well as the bookseller community. Planning and executing author appearances and tours when appropriate, including traveling with select authors as needed. This includes making all necessary arrangements, booking media for appearances, and coordinating book orders and physical/digital event promo.
- Assisting with trade media outreach including ongoing review coverage, calls for information and features; announcement issues, and on-sale calendars as well as participating in seasonal trade previews, presenting titles to media both in-person and virtually as needed. Experience and comfort presenting in front of media for pitching purposes and groups including internal meetings is strongly valued.
- Contributing to the creation of publicity and title specific recaps to share news coverage and event and tour confirms within the organization with a view to driving sales as well as department liaison for media monitoring service.
- Pitching authors for ABA and regional trade show programming. Travel and attendance at limited trade shows and national publishing conferences when appropriate.
- Coordination and fulfillment of physical materials via media and reviewer mailings ongoing from office.
- Primary point person for consumer/PR award submissions and tracking.
- Performing other tasks as needed.

This is a full-time position based in Somerville, MA or New York, NY with the option for hybrid work. The annual salary range for this role is \$55,000-\$62,000 based on experience. A comprehensive benefits package is offered including medical, dental, life and disability insurance; flex spending and 401k plans, voluntary benefits, generous paid time off



CANDLEWICK PRESS
HOLIDAY HOUSE 
PEACHTREE

and much more! If you wish to be considered for this opportunity, please forward a resume and cover letter to us-careers@walkerbooksgroup.com.

To Apply: submit a resume and cover letter via e-mail to us-careers@walkerbooksgroup.com, referencing "**Publicist**"

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.