

### **Marketing Assistant, School & Library**

This is an exciting opportunity to join The Walker Books Group US publishers—Candlewick Press, Holiday House, Peachtree, and their imprints. The Marketing Assistant, School & Library, is an integral member of the S&L team who works closely with the VP of School and Library Marketing on all aspects of marketing to the key educational market, as well as with the trade, publicity, and consumer teams. The Assistant will execute a variety of award submissions, provide support and follow up for convention work, brainstorm marketing plans across library and school channels, provide support for virtual librarian previews and regional Book Buzz events, including creating PowerPoint presentations. In this role the assistant will also handle NY mailings from the office; place book orders for mailings, including the ALIST/Exam Center and coordinate the ALAN Top 50 mailings; enter detail and maintain school and library portion of budget; process and track invoices.

### **Essential Duties and Responsibilities include the following. Other duties may be assigned:**

- Awards Submissions- meet with Managers to discuss titles, deadlines, strategizing top awards, submit, track, and maintain award submissions grid across all publishers, and follow up as needed
- Provide support and follow up for all major national and regional librarian and school conventions. Duties include placing book and furnishing orders, coordinating shipments, working with Design on banners/signage
- Support for regional and convention Book Buzz previews with PowerPoint creation, drafting scripts for these and sales conferences, creating handouts or Excel documents as needed
- Brainstorm marketing plans across library and school channels and work with supervision on execution of materials; update S&L portion of marketing plans
- Enter detail for components of school and library portion of marketing budget; process and track specific invoices and code Expensify report each month
- Support other marketing/publicity teams with book mailings, and place book orders through PRH as needed
- Release librarian and educator requests through Edelweiss

### **Minimum Qualifications (Knowledge, Skills, and Abilities)**

In the role of marketing assistant, the person must have keen organizational skills and the ability to prioritize. They must show attention to deadlines, possess creative problem-solving skills, and effectively communicate with excellent verbal and written communication

skills. They must also have the ability to work collaboratively and will be expected to interact successfully with our marketing and editorial teams.

Additional qualifications include:

- Excellent written and oral communication skills, organizational skills
- Computer skills, including Microsoft applications and database

### **Physical Demands and Work Environment**

- Travel as needed; packing for mailings and conventions; setting up and breaking down booth at conventions, if attending

This is a full-time position based in New York, NY with the option for hybrid work. The salary for this position is \$42,000. 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 [us-careers@walkerbooksgroup.com](mailto:us-careers@walkerbooksgroup.com) referencing " **Marketing Assistant, School & Library**"