



Marketing Coordinator – Position Description

Position:	Marketing Coordinator
Reports to:	Publishing and Marketing Manager
Location:	South Melbourne
Hours:	Full-time, 38 hours per week (minimum)

Key objectives: Provide general support to the Publishing and Marketing Manager with a focus on coordinating retail marketing initiatives.

Affirm Press publishes around 70 books a year, mainly non-fiction with a selective fiction list. We are growing rapidly and are keen to appoint a Marketing Coordinator to provide support for our marketing department. The successful candidate will be well organised, passionate about publishing, creative, hard-working, persistent and fun to be around.

Responsibilities

Marketing

- Coordinate the design and printing of promotional materials for retail marketing
- Coordinate the content for the Jan-Jun and Jul-Dec catalogues, and Mother's Day, Father's Day and Christmas Highlights brochures
- Create Advance Information for book titles, including: writing copy, creating InDesign files, and researching sales points
- Create monthly sales order forms
- Coordinate the creation and distribution of the Christmas card
- Coordinate third party marketing agreements
- Organise author events and signings at book stores, including ordering stock
- Organise printing of marketing collateral

Digital Marketing

- Digital marketing, including SEO and website analytics
- Update new titles and author information on website
- Update event listings on the company website



- Contribute ideas for and coordinate social media content, coordinate the social media calendar

General

- Any other tasks as directed by the Publishing and Marketing Manager