

## **PRESS OFFICER**

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**Department:** Sales, Marketing and PR

**Contract Type:** Permanent

**Closing Date:** 17<sup>th</sup> June 2018

### **About Walker Books**

Home to books for all ages, Walker Books UK publishes many award-winning authors, illustrators and brands including Anthony Horowitz, Cassandra Clare, Lucy Cousins, Anthony Browne, Polly Dunbar, Patrick Ness and Where's Wally?

Walker Books UK is part of the vibrant international Walker Books Group that includes Candlewick Press in America, Walker Books Australia, the Walker Group Licencing division, and Walker Productions, developing Walker content for other media platforms, including Hank Zipzer for BBC. Renowned for its truly original publishing and outstanding quality, the Walker Books Group is home to books for readers of all ages.

### **Purpose of the role**

To plan, implement and drive effective publicity campaigns for Walker and maximise trade and consumer awareness of Walker's high profile books, authors, illustrators and company as directed by the Senior Publicity Manager, and alongside a junior press officer.

### **Job Specification**

1. To plan and implement publicity campaigns for lead Walker titles across all media as directed by the Senior Publicity Manager
  - Develop creative and integrated campaigns for the launch of key lead titles across the list within an agreed budget, including prestigious and bestselling authors and illustrators as allocated by the senior publicity manager's title strategy
  - Write press releases and create press packs as required
  - Implement publicity plans for Walker titles across all national, regional, broadcast and online media as directed by the Senior Publicity Manager
  - To develop and maintain relationships with key trade and consumer contacts as required
  - To maintain market awareness
  - To proactively develop opportunities for positive coverage of Walker titles
  - Research and circulate media stories as opportunities arise
  - Run frequent campaign evaluations, assessing successes and areas for future improvement/ development
2. To support Senior Publicity Manager in the department's strategy and creative direction
  - Assist the senior publicity manager in the overall strategy for the team and contribute fully in creative brainstorming across all campaigns
  - Take on responsibility for attending group meetings in the Senior Publicity Manager's absence, such as the sales department meeting, editorial development meetings and presentations to authors and agents
  - Lead on creative programming such as anniversary campaigns, genre campaigns and building brands



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- Write corporate communication press releases to announce to the trade new acquisitions, partnerships and promotions
  - Use initiative, strong problem solving and crisis management to ensure smooth running of the team
3. In conjunction with the Senior Publicity Manager and Junior Press Officer, ensure the Press Office runs smoothly and efficiently
    - Liaise with third party agencies to ensure service is efficient
    - To process invoices that come into the publicity department in a timely fashion, keeping the budget document updated and current at all times
    - To provide support to the Senior Publicity Manager and Junior Press Officer
    - Build and maintain relationships with authors, illustrators and agents
    - Liaise regularly with editorial, sales and marketing teams to co-ordinate all activity and gather advance information
  4. To liaise with authors, illustrators and agents, keeping them updated with PR plans, activity and coverage
    - To deal with author, illustrator and agent requests, queries and other communication efficiently, responsibly and in a timely manner.
  5. To co-ordinate and implement events for Walker (within agreed budget) to promote our books, authors and illustrators, whilst helping to drive sales
    - To co-ordinate and implement author and illustrator events and activity at schools, libraries, launches, conferences, festivals or on tour as required
    - Ensure events schedule has all events listed, budgeted and communicate dates internally and externally as required. Make travel and hotel arrangements for authors and Walker staff ensuring all attendees and organisers are made aware of details
    - Attend events where required (including some weekend and evenings)
    - Provide organisers with all necessary publicity material in advance of event
    - Liaise with sales team to ensure books are for sale at all events where possible
    - Ensure additional opportunities for marketing, advertising etc are discussed with relevant departments
  6. To co-ordinate and implement Walker presence at Literary Festivals
    - Put together a schedule of festivals throughout the year in line with Walker's events strategy and in conjunction with the Senior Publicity Manager and Junior Press Officer
    - Build relationships with Festival organisers and be a primary point of contact in Publicity department
    - Pitch authors for festival events in conjunction with Senior Publicity Manager and Junior Press Officer
    - Ensure events schedule is kept up to date with all confirmed festival activity
    - Oversee all travel arrangements for authors and staff
    - Attend festivals as required (some weekend and evenings)
    - Liaise with sales team to ensure books are supplied for sale
    - Ensure any additional marketing material is supplied in conjunction with marketing teams
    - Ensure all invoices are processed in a timely fashion
  7. To maintain press databases and co-ordination of monthly mailings
    - Each team member is responsible for regularly updating press contacts and determining who should receive advanced/ final copies as part of their campaign delivery.
    - Ensure adequate material is supplied to journalist deadlines



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- Oversee the submission of awards and prizes in conjunction with Senior Publicity Manager and Junior Press Officer
  - Under instruction from Senior Publicity Manager, oversee submission of suitable books, authors and illustrators for regional and national book awards in line with Walker's awards strategy.
  - Work with the Junior Press Officer to circulate awards news to relevant people within company and to relevant authors/ illustrators
  - Provide books and information as required
  - Maintain confidentiality with regards to awards embargoes
  - Keep budget document updated with awards costs
  - To plan and attend awards ceremonies for staff and authors as required (some weekend and evenings)
8. In conjunction with the Digital Marketing Officer and Senior Publicity Manager, ensure Walker PR activity is represented across all Walker Social Media channels
- Ensure positive press reviews/coverage and events activity are promoted via the official Walker Books Twitter, Facebook and associated social media identities/ websites for our key properties and authors.
  - Proactively tweet on behalf of Walker Books when attending festivals, awards ceremonies and author events

## **Experience and Skills Required**

- 2+ years experience in a press officer based role
- Be willing to flexibly around events and launches etc.
- Preferably some experience in the publishing or children's industry
- Ability to plan, prioritise and manage a varied workload amongst a busy team
- Excellent interpersonal skills to manage authors and clients
- Knowledge and enthusiasm of the children's book publishing or media industry is not essential but would be advantageous

## **Benefits and Perks**

- Competitive Salary
- 22 days holiday (plus bank holidays and 1 day extra per year of service)
- Health Insurance
- 7% Pension (EE & ER)
- Life Assurance
- On-site subsidised canteen
- Plus other great benefits!
- We are an equal opportunity employer and prohibit discrimination and harassment of any kind. We are committed to this principle and providing a safe and supportive work environment.

