

JOB DESCRIPTION

Press Officer

Reports to: Head of PR and Publicity
Department: Marketing
Closing date: Wednesday 27 May, 5pm

Purpose of the Job

To instigate effective publicity activity for Walker and maximise trade and consumer awareness of Walker's books, authors, illustrators and Company as directed by the Head of PR and Publicity.

Job Accountabilities

1. To create publicity coverage for Walker across all media as directed by the Head of PR and Publicity
2. In conjunction with the Head of PR and Publicity and the Press Assistant, ensure the Press Office runs smoothly and efficiently
3. To liaise with authors, illustrators and agents, keeping them updated with PR plans, activity and coverage
4. To co-ordinate and implement events for Walker (within agreed budget) to promote our books, authors and illustrators, whilst helping to drive sales
5. To co-ordinate and implement Walker presence at Literary Festivals
6. To oversee the monthly press mailings with support from Press Assistant
7. To oversee the submission of all awards and prizes
8. Additional responsibilities

JOB SPECIFICATION

- 1. To create publicity coverage for Walker across all media as directed by the Head of PR and Publicity**
 - Implement publicity plans for Walker titles across all national, regional, broadcast and online media as directed by the Head of PR and Publicity
 - To develop and maintain relationships with key trade and consumer contacts as required
 - Write press releases and create press packs as required
 - To maintain market awareness
 - To develop opportunities for positive coverage of Walker titles
 - Research and circulate media stories as opportunities arise

- 2. In conjunction with the Head of PR and Publicity and Press Assistant, 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 Head of PR and Publicity in all areas
 - 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

- 3. To liaise with authors, illustrators and agents, keeping them updated with PR plans, activity and coverage**
 - To deal with author and illustrator requests, queries and other communication efficiently and responsibly

- 4. 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. Ensure details are given to Digital Marketing Officer for adding on-line
 - 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

- 5. To co-ordinate and implement Walker presence at Literary Festivals**
 - Put together a schedule of festivals throughout the year in conjunction with the Head of PR and Publicity
 - Build relationships with Festival organisers and be primary point of contact in Publicity department
 - Pitch authors for festival events in conjunction with the Head of PR and Publicity
 - Ensure events schedule is kept up to date with all Festival activity

- Oversee all travel arrangements for authors and staff with support from Press Assistant
 - 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
- 6. To oversee the monthly press mailings with support from Press Assistant**
- To oversee all monthly mailings to press contacts ensuring adequate material is supplied to deadline in conjunction with Press Assistant
- 7. To oversee the submission of all awards and prizes**
- To act as main point of contact for regional and national book awards
 - To submit suitable books, authors and illustrators for regional and national book awards having consulted with editorial, sales and marketing
 - To ensure awards schedule is kept fully up to date
 - To circulate all awards news company wide and to relevant authors and illustrators
 - To provide books and information as required
 - To maintain confidentiality with regards to awards embargoes
 - To keep budget document updated with awards costs
 - To plan and attend awards ceremonies for staff and authors as required (some weekend and evenings)
- 8. Additional responsibilities**
- To undertake any additional duties as required in order to support the Marketing department and achieve all objectives of the department and Walker Books Ltd

PERSON SPECIFICATION

Experience of:

- Working in a publishing PR department
- Managing a varied workload to tight deadlines
- Managing regular press mailings
- Success in obtaining reviews, news and feature coverage in both trade and consumer media (including National and Regional press)
- Organising book launches, signings, author events and tours
- Co-ordination of literary awards
- Knowledge of the children's entertainment/publishing industry
- Word, Excel, Mediadisk, Powerpoint

Proven Skills in:

- Excellent communication and diplomacy skills
- Writing clear and concise copy
- Communicating, motivating and pitching to different audiences
- Teamwork
- Administration

The following experience is desirable:

- Knowledge of the children's book publishing industry
- Established contacts list
- A keen interest in children's books