

## **JOB DESCRIPTION**

### **Press Officer**

Reports to:                      Publicity Manager  
Department:                    Sales, Marketing & PR

#### **Purpose of the Job**

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

#### **Job Accountabilities**

1. To plan and implement publicity campaigns for Walker titles as directed by the Publicity Manager
2. In conjunction with the Publicity Manager, Press Officer and Marketing and PR 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 work together with the Press Officer on maintenance of press databases and co-ordination of monthly mailings
7. Oversee the submission of awards and prizes in conjunction with Publicity Manager and Press Officer
8. In conjunction with the Digital Marketing Officer and Publicity Manager, ensure Walker PR activity is represented across all Walker Social Media channels
9. Additional responsibilities

## **JOB SPECIFICATION**

- 1. To plan and implement publicity campaigns for Walker across all media as directed by the Publicity Manager**
  - Develop creative and integrated campaigns for the launch of key titles across the list within an agreed budget.
  - 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 Publicity Manager
  - To develop and maintain relationships with key trade and consumer contacts as required
  - To maintain market awareness
  - To 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. In conjunction with the Publicity Manager and 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 Publicity Manager and 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
  
- 3. 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.
  
- 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. 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 line with Walker's events strategy and in conjunction with the Publicity Manager and 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 Publicity Manager and 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
- 6. 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
- 7. Oversee the submission of awards and prizes in conjunction with Publicity Manager and Press Officer**
- Under instruction from 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 Press Officer to maintain the awards database
  - Work with the 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 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
- 9. Additional responsibilities**
- To undertake any additional duties as required in order to support the Sales, Marketing & PR department and achieve all objectives of the department and Walker Books Ltd