

## Publicity Manager

An exciting position is available at this leading South African book publisher and distributor. The successful candidate would work closely with the Publishing, Sales & Marketing Divisions and report directly to the CEO.

**Role title:** Publicity Manager  
**Job family:** Sales and Marketing (Book Publishing) **Job grade:** 5  
**Reports to:** CEO  
**Direct reports:** Publicists, Publicity Assistant, Freelancers

### Main purpose of the role

- To manage the publicity team to ensure effective promotion of books and authors to the media and to the public to maximise sales and revenues.
- This position requires work related attendance at functions; book fairs; exhibitions and book launches which involves considerable after hours commitments.
- The Head of Publicity is a key part of our author and customer relations activities and so needs to represent the company in the fullest sense.

### Key responsibilities

*(The primary tasks, functions and deliverables of the role)*

- Formulate and oversee the implementation of publicity strategies for Jonathan Ball Publishers;
- Build and maintain good relationships between the publicity department and media, booksellers and authors;
- Oversee and in some instances conduct the preparation and execution of publicity and promotion plans;
- Liaise and build relationships with the media to obtain maximum positive coverage for the company, its books and authors;
- Compile and manage the annual budget that supports the publicity strategy and operating plan, and manage and attain budget objectives;
- Prepare departmental management reports;
- Motivate, manage and develop the publicity team to ensure the achievement of performance objectives;
- Oversee and in some cases prepare press releases and publicity material such as monthly Highlights newsletters;
- Supervise the distribution of books and publicity material to the media and other relevant parties;
- Oversee the maintenance and updating of the publicity media and clippings archive;
- Oversee and in some cases arrange book launches and author tours;
- Oversee corporate communication, including internal communication; communications with our principals; liaison with Media24 corporate communication; and
- Continuously analyse markets and trends and identify publicity-related risks and opportunities.

### Skills, competencies, qualifications and experience

*(The abilities that the individual needs to perform this role effectively)*

- Relevant tertiary qualification
- At least 5 years' relevant experience in the book industry or public relations;
- A strong interest and love for books, reading and publishing in general;

- Fluency in English, including the ability to write creative copy;
- Excellent planning and organising skills;
- Experience managing/supervising a team;
- Good general knowledge;
- Knowledge and an interest in South African current affairs;
- Established network of contacts within media is advantageous;
- Knowledge of the book trade;
- Excellent communication skills;
- Strong interpersonal skills;
- Ability to work under pressure and meet strict deadlines;
- Creative and innovative;
- Strong leadership skills;
- Valid driver's licence.

**The company offers a competitive salary and a company car as well as membership to the Medical Aid and Retirement Funds.**

Given our employment equity guidelines, preference will be given to suitable candidates from the designated groups.

Those who meet the requirements of the post and are interested in applying for this position may direct an application to the following website:

[http://media24.eng.internal.erecruit.co.za/candidateapp/Jobs/Categories/Publishing\\_\(Books\)/5c05ff0ad23c47eaa5111aa2ad79675b](http://media24.eng.internal.erecruit.co.za/candidateapp/Jobs/Categories/Publishing_(Books)/5c05ff0ad23c47eaa5111aa2ad79675b)

**CLOSING DATE FOR APPLICATIONS: 21 July 2017**

**Only short listed candidates will be interviewed.**

**Please note that if you have not heard from us by 28<sup>th</sup> July 2017 you should regard your application as unsuccessful.**