

Publicist: Afrikaans and English

NB Publishers has a vacancy in Cape Town for an organised and energetic publicist to generate publicity for the Lux Verbi and Pharos titles and to support the following fiction imprints: Tafelberg, Human & Rousseau and Queillerie. The candidate will also be responsible for the coordination, administration and submission of the literary prizes.

Main purpose of the role

To create public awareness and generate maximum publicity for the titles assigned to the candidate, our authors and their works in Afrikaans and English across all forms of media.

Key responsibilities

Reporting to the publicity manager, the publicist's main responsibilities would include:

- Preparing and implementing publicity and marketing plans for the group's Afrikaans and English adult titles, including the Christian titles
- Liaising with the media to obtain maximum positive publicity for titles in all forms of traditional, digital and social media
- Building and maintaining relationships with authors, media and booksellers
- Arranging author tours and events
- Working in conjunction with in-house editorial and sales departments
- Writing and coordinating marketing information for use in, among others, media releases, newsletters, internet marketing, social media and internal communication
- Working within a designated marketing budget
- Supporting the publicity manager with general administration
- The submission and administration of the literary prizes across all imprints and genres

Required skills & competencies

- Excellent written and verbal skills in **Afrikaans and English**
- Excellent communication and networking skills
- Thorough understanding of the media
- Strong interpersonal skills
- Planning and organising skills
- Ability to work under pressure and meet strict deadlines
- Creativity and innovation
- Ability to be persuasive and to negotiate effectively
- Problem-solving skills

- Drive and motivation to succeed
- Flexibility and the ability to react quickly and proactively to change
- Ability to focus and prioritise
- Attention to detail while seeing the bigger picture
- Ability to create an impact in the media while being attentive to costs
- Proficiency in relevant software packages and applications
- Logical thinker, good with administration
- Possession of a valid driver's license

Required qualifications

	Required	Preferred
Qualification	Relevant tertiary qualification.	BA degree in language or journalism. Marketing qualification.
Experience	Marketing or book trade experience.	Exposure to a media environment. Exposure to book trade. Experience in book publicity or PR.
Prior knowledge	Good general knowledge. Interest in books, reading and publishing in general.	Knowledge of current affairs and South African non-fiction trends. Knowledge of the book trade.

The company offers the successful candidate a competitive salary and membership of the pension fund and medical aid.

Please apply via the following link -

<http://media24.eng.external.erecruit.co.za/candidateapp/Jobs/View/180111-6/Publicist-Afrikaans and English>

Closing date for applications: 19 January 2018

Please note that if you have not heard from us by 25 January 2018 you should regard your application as unsuccessful. NB Publishers is under no obligation to fill this position.