



Penguin  
Random House  
South Africa

<b>Position:</b>	Marketing & Publicity Assistant
<b>Reporting to:</b>	National Marketing & Publicity Manager
<b>Department:</b>	Marketing
<b>Location:</b>	Johannesburg
<b>Main purpose:</b>	To assist the Marketing division with general administration, compiling reports as well as planning, implementing and managing marketing & publicity activities for titles assigned.

### **Main responsibilities**

- Compiling weekly marketing update reports.
- To provide support for and assistance to the Marketing & Publicity Manager and the Marketing & Publicity team by acting as key liaison person.
- Effective distribution of marketing and sales materials, as well as publicity material and review copies to media.
- Monitoring review copies and marketing material coming in from agencies and UK/US offices and following up with them when necessary.
- Monitoring review clippings, updating events schedules and media lists on a regular basis, as well as compilation and distribution of a monthly media mailer.
- To keep abreast of changes within the media, and build and maintain an excellent working relationship with journalists.
- Events support in terms of venue research, catering, setting up invite lists, sending out invitations, handling RSVPs and assisting at the actual events.
- To communicate well with marketing/publicity colleagues when linking the marketing and publicity sides of the department's plans, and keep the relevant sales manager informed of plans.
- To support the digital marketing team with basic digital updates and provide them with publicity, event and any other relevant information.
- To regularly investigate/come up with innovative ideas to promote and gain media exposure for authors and books.

### **Person specification**

It is essential that the candidate has:

- A minimum of two year's work experience in a support and administrative function, and marketing experience will be advantageous.
- Matric qualification.
- Tertiary qualification (Marketing, English or Communications qualification is a necessity).
- Valid driver's license and own transport.

### **Core Competencies required**

- Strong interpersonal skills, and well developed written and verbal communication skills are essential.
- Have an energetic, outgoing and friendly disposition and is presentable and professional in their dealings at all levels.
- A meticulous eye for detail and the ability to function under pressure.
- Strong organising skills and customer service orientation.
- A creative and innovative approach.
- The ability to multitask and meet deadlines.
- The ability to work as a team member.

**Skills & Knowledge required**

- Strong computer skills including MS Word, Excel and PowerPoint, and Outlook.

**Personal Attributes required**

- Enthusiastic, dedicated, unflappable, resilient.
- A love for books will be advantageous.

If you are interested in this position, please send your CV and a covering letter, clearly stating your salary expectations, to

Jason Daniels - [applications@penguinrandomhouse.co.za](mailto:applications@penguinrandomhouse.co.za)

**Closing date:** 16 February 2018

**NB:** Only short-listed candidates will be interviewed and employment equity candidates will be given preference.

If you have not heard from us within six weeks, you should regard your application as unsuccessful. Penguin Random House is under no obligation to fill this position.