



Penguin  
Random House  
South Africa

**Position:** Local Fiction Marketer  
**Reporting to:** National Marketing & Publicity Manager  
**Department:** Marketing  
**Location:** Johannesburg or Cape Town  
**Main purpose:** To plan, implement and manage the marketing and publicity activities of the Local Fiction list and to meet the objectives of Penguin Random House, which is to increase market share in the South African market.

### **Main responsibilities**

- Under the guidance of the Marketing Manager and together with the Marketing team help to develop and implement effective marketing & publicity plans for Local Fiction
- Develop and implement clear and effective direct marketing strategies
- Establish and grow databases according to the growth of the list
- Identify and utilise opportunities for niche campaigns
- Establish and grow media contacts and maintain media databases
- Manage media queries and distribution of review copies, extracts, images and additional information
- Liaise with media and local authors
- Manage the logistics of events, including booking of venues, invitation lists and RSVPs, catering, event visuals, communication with authors, invoicing and other admin
- Effective control of marketing and publicity costs
- Monitor outcome of key promotions, events and publicity and circulate monthly reports

### **Person specification**

It is essential that the candidate has:

- Matric qualification
- Tertiary qualification in marketing and publicity
- Valid driver's license and own transport
- In-depth knowledge, understanding and experience of marketing and publicity
- Proven success managing marketing and publicity campaigns
- A minimum of two years' experience in marketing and publicity

### **Core Competencies required**

- Strong interpersonal skills
- Takes initiative and is enthusiastic
- Creative approach to problem solving
- Able to work under pressure and adhere to deadlines
- Exceptional verbal and written communication skills and an ability to work individually on a project or in a team environment
- A high level of energy, creativity and flexibility
- Outstanding organisational skills and the ability to handle multiple projects simultaneously while meeting deadlines

**Skills & Knowledge required**

- Strong English and Afrikaans language skills
- Computer Proficiency - MS Office (Word, Excel, Outlook and PowerPoint), HTML and CMS experience advantageous
- Extensive knowledge and experience of book and publishing industry advantageous

**Personal Attributes required**

- Enthusiastic, dedicated, unflappable, resilient, passionate, creative
- Ability to lead from the front
- A love for books will be advantageous
- Professional in dealings at all levels

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:** 18 April 2018

**NB:** Only shortlisted candidates will be interviewed and previously disadvantaged 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.