

VACANCY: Publicist

Position:	Publicist	Location:	Johannesburg
Reporting To:	Head of Comms	List:	Local and International

Pan Macmillan South Africa seeks a creative, organised, and self-motivated Publicist to join its dynamic Communications department. The ideal candidate will have a minimum of 2 years' experience leading publicity campaigns within book publishing, a strong media network, and a passion for books and the local literary landscape. In this role, you will plan and execute high-impact publicity campaigns across local and international titles, driving media coverage, author awareness, and reader engagement.

Key Responsibilities

1. Campaign Development & Media Relations

- Develop and execute creative, title-specific publicity campaigns for local and international titles within set budgets.
- Proactively pitch and secure earned media coverage (including reviews, features, and author interviews) across print, broadcast, digital, and podcast platforms.
- Build and maintain strong working relationships with authors, journalists, key media contacts, and event organisers.
- Draft compelling press releases, media notes, briefing documents, and campaign copy.

2. Events & Digital Collaboration

- Plan and manage author events, book launches, and festival appearances, representing Pan Macmillan on-site.
- Collaborate with the digital team on promotional alignment and track campaign coverage and results.

Requirements for Applicants

- Must be based in Johannesburg.
- Degree or diploma in Communications, Marketing, Publishing, or a related field.
- A minimum of 2 years' experience in the book industry, preferably within a publicity or marketing role.
- Proven track record of pitching, securing media coverage, and maintaining strong media contacts.
- Experience working with authors.
- Excellent written and verbal communication skills in English with strong copywriting and messaging abilities.
- Proactive, self-directed and self-motivated team player with strong organisational and problem-solving skills.
- Passion for books and the local literary and cultural scene.
- Willingness to attend after-hours launches, events, and festivals, with occasional local travel.

- Valid driver's licence.

Remuneration & Benefits:

Pan Macmillan South Africa offers a competitive salary, in addition to Medical Aid membership and a contribution towards a Pension Fund.

Please send your application together with an updated CV to our HR Consultant Cynthia Pillay Cynthia.pillay@lusionaconsultants.co.za by 28 August 2026.

Given our employment equity guidelines, preference will be given to suitable candidates from designated groups. Please note: If you have not heard from us within two weeks of the closing date, please regard your application as unsuccessful.