

Marketing and Publicity Manager – Beverly, MA

12/1/2009

We are seeking a creative marketing and publicity person to drive sales of books that range in subject from general health and nutrition to sex, cooking and parenting. He or she should be comfortable employing traditional marketing techniques, including directly pitching publicity contacts, working with outside publicists, going to trade shows and encouraging the national trade accounts and reps with regular communications. However, the successful candidate will develop new, cost effective ways to sell more of our books in more markets rather than rely on the traditional techniques.

Candidates are encouraged to offer examples of campaigns that worked to promote the products they were pitching.

Required Skills:

He or she needs to have a strong background in book publishing, a familiarity with specialty accounts, book fairs and the demonstrated ability to creatively generate new business. He or she must have at least three years direct experience, be organized and self sufficient. He or she needs to be literate in all Microsoft Office Suite applications.

This is a full time position located in Beverly, Massachusetts. Please send all resumes and cover letters to jobs@rockpub.com. Please include salary requirements as well.