



## MARKETING ASSISTANT & BOOK AWARDS ADMINISTRATOR

### Position Description

#### Outline

This exciting position will suit a person with marketing/publishing/communications post-graduate qualifications with 2-3+ years experience in a marketing support role. You will be responsible for administering a number of key projects including the New Zealand Post Children's Book Awards and the New Zealand Post Book Awards. You will report to the Marketing and Partnerships Manager and also be engaged in general communications and promotions work for Booksellers New Zealand and in support of our members.



#### Main responsibilities:

You will be the first point of contact for:

Enquiries: All public & industry-wide enquiries relating to the Awards.

Entry Forms: The distribution and processing of Entry Forms & eligibility queries.

Processing Submissions: Checking the eligibility of all books submitted for the Awards and distribution to the judging panel for reading.

Communications: Administering all communications with finalist publishers, authors, and the judging panel throughout the year.

Point of Sale materials: Project-managing the production & distribution of point of sale

material. Production includes: gathering and editing content, design and print briefs and quotes, liaising with designers, proofing and printing. Distribution includes: creation and promotion of order forms, working with a distribution sponsor, and forwarding invoicing details to the Accounts Manager.

Children's Choice Award / People's Choice Award: Managing online & paper voting, the winners draw and sending out the prize.

Desktop Publishing: To undertake the editing, design, proofing and production of Awards items in-house where possible, using templates provided (ie. Resource Kit and Festival Activity Pages, winners posters, Awards Ceremony PowerPoint presentation, invitations & certificates.

Publicity Support: To prepare and provide promotional information to the Awards Publicist (contractor) proof media releases, and manage dispatch of review copies to media.

Festival: Administrative support to the National Festival Co-ordinator (contractor)

Promotional Items: To manage production of festival and or media giveaways and prizes and arrange distribution to relevant parties.

Advertising Sales: To manage the sale of advertising in the Kiwi Kid's Good Book Guide, managing the delivery of artwork, and forwarding invoicing details to the Accounts Manager.

Online Content: Working closely with the Web Editor to ensure the prompt and accurate loading of all information pertaining to the Awards websites.

Awards Ceremony: Project managing the Awards ceremony event with support from the Marketing & Partnerships Manager.

Awards Advisory Committee: To be responsible for the production of minutes from Awards Committee meetings.

### **Marketing Support**

General support on a project-by-project basis to the Marketing & Partnerships Manager on industry promotional initiatives.

### **Essential skills and experience**

Proven project management and administration skills.

Strong interpersonal and communications skills and an ability to deal confidently with a wide range of stakeholders (e.g. publishers, authors, booksellers, contractors, judges etc)

Excellent editorial skills. Ability to write engagingly and convincingly.

Strong editing and desktop publishing skills with an understanding of print and production.

Knowledge of a range of applications and software including MS Office, Adobe InDesign and Photoshop.

**Desirable skills and experience**

Experience in event planning and administration.