



JOB DESCRIPTION - MARKETING AND PUBLISHING ASSISTANT

Company: Bright Red Publishing Ltd

Job title: MARKETING AND PUBLISHING ASSISTANT

Reports to: Alan Grierson - Owner

Reports to: John MacPherson - Owner

Level/Grade:

Type of position: Full-time

Term: Permanent

Location:
Scotland with attendance at
team meetings in Edinburgh

Hours:
37.5 per week

General Description:

To assist with a range of marketing and publishing tasks to support the Bright Red print and digital lists. This will include promoting all frontlist titles, creating social media content, organising attendance at conferences and events and generally ensuring the successful promotion of all company output to Scotland's teachers, parents and students.

Marketing:

- Produce monthly email newsletters to parents/students and schools
- Maintain school and subject mailing lists to keep them up to date on an annual basis
- Develop and deliver briefs for attractive internal and external marketing materials
- Produce accurate, effective marketing copy for frontlist/backlist title campaigns
- Proof read and edit marketing material within designated deadlines
- Draft sample material mailing copy to promote new publications
- Assist with compilation and delivery of the BRP annual catalogue
- Develop advance information materials and supply to conferences and trade
- Assist with customer service enquires and update website content as required
- Maintain social media presence on Facebook, Twitter, YouTube, Instagram, LinkedIn
- Update Nielsen metadata on regular basis to ensure current
- Organising company presence at and attending events, conference, parents' nights etc.

Publishing:

- Assist with development of frontlist titles
- Assist in variety of editorial tasks to support backlist and frontlist
- Assist with picture research development for frontlist titles
- Any other publishing tasks as required

Essential skill requirements:

- Excellent written and spoken English
- Competent proficiency in social media (Twitter, Facebook etc)
- Ability to work as part of a small team and have excellent relationship building skills
- Full driving licence and be confident driver

Education requirements

- An SCQF Level 8+ qualification related to the arts or creative industries or equivalent

Applications to info@brightredpublishing.co.uk by Friday 03rd June, 2022

Informal enquiries to john.macpherson@brightredpublishing.co.uk