



Publishing Assistant

Purpose: To assist the Production Manager and Commissioning Editor with Hawthorn Press' book sales and distribution.

Aims: To ensure the smooth running of the distribution of books with our agents. Increase book sales, developing the Hawthorn distribution and information function, both making the most of traditional 'analogue' marketing as well as social media and web based marketing opportunities, and to act on them accordingly.

Later: With Publisher, Commissioning Editor and Production Manager, to produce and/or edit new title information for sales team and distributors in their required formats including data entry, book supporting information such as Advance Information Forms, cover blurbs, Press Releases, website content.

Start: March/April 2019

Key tasks

1. Enter book information to update the online sales database and on Amazon.
2. Send Press Release and publicity information with supporting email/letter to relevant magazines, blogs, websites, journals, national and local newspapers, national and local radio, TV and press agencies as per Marketing and Review Plan.
3. Create good relationships with independent book shops.
4. Identify and follow up opportunities for publicising books on the internet, blogs and websites.
5. Provide text and images to websites, blogs, catalogues and magazines for publicity purposes and for advertisements.
6. Update the Website; adding new product pages, book reviews, promotional information.
7. Manage Hawthorn Press' online presence – Twitter, Facebook, Instagram, and a Mailchimp newsletter.
8. General filing and organisational tasks as required.

Essential Experience and Skills

- Excellent organisational skills, proven ability to multitask and prioritise
- Good communication skills in oral and written English
- Ability to work comfortably in a small team, with flexibility, initiative and with minimal supervision
- BA-level or appropriate qualifications and experience
- Fully conversant with Microsoft Word and Excel spreadsheets
- Competent with internet, email, hyperlinks, Wordpress-based websites, Mailchimp
- Competent with social media platforms, including Instagram and Twitter



Desirable Experience and Skills

- Previous publishing and editing experience
- An understanding of the publishing process
- Editing and/or writing blogs or press releases

Person Specification

- Careful worker with attention to detail.
- Good at multi-tasking and prioritising own workload.
- Interest in Hawthorn's subject areas (Steiner education and philosophy, crafts, seasonal celebrations).
- Flexible, enthusiastic, self motivated.
- Work well as part of a small team.
- A willingness to learn.
- Sense of humour and patience!

Working Conditions

Office in the centre of Stroud

Flexible hours

9-12 hours per week or as agreed

Training when needed

£10 per hour

Apply with cover letter and CV to Katy Bevan, Commissioning Editor
katy@hawthornpress.com