



SASQUATCH BOOKS POSITION DESCRIPTION

Position Title: Publicity and Marketing Manager, Little Bigfoot

Reports to: Executive Sales Director, Associate Publisher/Little Bigfoot

Description:

Sasquatch Books is currently seeking a Publicity and Marketing Manager to join their Little Bigfoot imprint.

Little Bigfoot, the children's books imprint of Sasquatch Books, introduces the wonder found in the Pacific Northwest to young children and their families across the country. Based in Seattle, we publish high-quality, enduring books that showcase the tremendous talent of the region through highly visual, engaging books for children and their families. Little Bigfoot publishes 15 new titles per year and has approximately 120 active backlist titles

This position will lead the publicity and marketing for our children's book imprint, Little Bigfoot, to grow awareness of our books, authors, and illustrators with the ultimate goal of increasing book sales.

This dynamic children's book specialist will develop and nurture strong relationships with media, librarians, teachers, bookstore contacts, authors, and advocates for our children's titles at every opportunity. This includes a particular emphasis on building excellent working relationships, and brand awareness, locally in the Pacific Northwest. Some travel to trade shows is required.

Specific responsibilities include:

- Strategize and execute effective publicity for all Little Bigfoot titles, including
 - Timely media campaigns, including social media, that maximize coverage for all new titles and exploit opportunities for backlist
 - Seasonal media pitches that group new titles and backlist in interesting and newsworthy ways
 - Develop all press materials to be available in advance of publication, including news releases, media advisories, author bios, pitch letters, and press kit materials.

- Track and file all media coverage by book and input positive review blurbs into distributor's website for sales team and metadata feed.
- Create positive, collaborative relationships with Little Bigfoot authors and illustrators ensuring they have a productive relationship with the press pre- and post-publication and that they are informed and supported throughout the process.
- Develop and execute successful marketing programs for the children's trade and institutional markets, including
 - Monthly email newsletter for educators and retailers
 - Year-long trade advertising campaign in concert with the Senior Publicity & Marketing Manager and Associate Publisher
- Develop and execute direct to consumer marketing and publicity programs including strategic advertising on social media platforms and strategic partnerships with consumer facing websites (like parenting websites).
- Develop and maintain mailing lists for media contacts, school and library contacts, and bookstore event contacts.
- Create and successfully promote author events that connect schools and independent bookstores in the Pacific Northwest
- Manage award submissions for our children's books. Research and develop list of awards programs.
- Become Little Bigfoot brand ambassador for the press, representing our children's books at library and teacher's conferences including ALA, WLA, WLMA, and AASL.
- Develop strategy and plan to use social media platforms to drive demand for children's books and Little Bigfoot brand.
- Work with Marketing Coordinator on development and approval of materials and social media content being used on main Sasquatch Books channels.

Please apply if you meet the following minimum requirements:

- 2-5 years of experience organizing and executing integrated marketing campaigns for children's books, combining new titles, series, and backlist into dynamic publicity and marketing programs that drive sales
- Must be results-oriented, self-directed, energetic, organized, creative, and have a passion for children's book publishing
- Excellent communication and organizational skills are required as well as the ability to work successfully as part of the internal Sales & Marketing team