



## SASQUATCH BOOKS POSITION DESCRIPTION

**Position Title:** Sales & Marketing Assistant

**Reports to:** Senior Publicity & Marketing Manager

**Status:** Full-time (40 hours per week)

**Description:**

Sasquatch Books is seeking a Sales & Marketing Assistant to join their team.

The Assistant will play an integral role within the Sales & Marketing department by helping get our books into the hands of media, reviewers, buyers, reps, and readers.

Primary responsibilities include managing the execution of sales and publicity mailings; posting social media and blog content; and coordinating asset delivery. Other responsibilities include, but aren't limited to:

- Manage all sales and publicity mailings quickly and efficiently, including materials such as galleys, samples, and flyers, outsourcing to a mail house if needed.
- Manage the timely delivery of all marketing and sales materials to intended recipients.
- Work with Senior Publicity and Marketing Manager to develop social media and blog content strategies and schedules.
- Develop and post compelling and trending content to social media platforms and company blog.
- Track metrics from social media and web activities.
- Identify relevant media quotes for use on internal and external channels.
- Coordinate the delivery of assets to event venues, stores, libraries, etc. in support of marketing and event initiatives.
- Promote events on social media and select calendar listings.
- Coordinate team meetings and document deliverables in support of book launches.

- Support sales by creating regular reports as directed by Executive Sales Director
- Manage in house inventory and reoccurring orders.
- Support the identification and execution of awards submissions.
- Administrative support (as needed).

Requirements:

- Prior office experience
- Interest in and enthusiasm for book publishing industry
- Excellent organizational skills
- Strong written, editing, and verbal communication skills
- Strong computer literacy in a variety of digital environments
- Experience with social media platforms
- Ability to multi-task and manage multiple projects
- Excellent attention to detail and follow-up skills

This position is a wonderful introduction to book publishing, marketing, and public relations, as well as a unique opportunity to get involved in Seattle's rich literary community. We're looking for someone who understands the importance of daily tasks in the "big picture," and who will contribute efficient and timely support functions to our team.