



Job Title: Digital Marketing Assistant/Coordinator

Department: Marketing & Publicity

Reports to: Digital Marketing Manager

Join an established and growing children’s publishing team! Work on a diverse and innovative literary and commercial list of board books, picture books, middle grade novels, YA, and more. Be part of a collaborative, inclusive, and dynamic team who values new ideas and approaches. Work both virtually and in-person at our Atlanta office.

Holiday House, Peachtree Publishing, and Pixel+Ink seek a Digital Marketing Coordinator to join our Marketing and Publicity team.

You will be responsible for supporting the work of the digital marketing team across social media, email marketing, and website development. As coordinator, you will focus on expanding awareness for front and backlist titles, deepening engagement and growing followership across platforms, and coordinating internal communication of the digital marketing team's efforts.

The ideal candidate is a creative and analytical individual with previous full-time work experience from a publishing house or relevant digital marketing agency with a strong interest in children's books. You must be able to prioritize and problem-solve in a fast-changing environment. You must also have the ability to work collaboratively and independently and will be expected to interact successfully with our marketing, sales, and editorial teams.

In this role, you will:

- Help create & execute digital marketing plans for frontlist and backlist titles
- Work with Digital Marketing Manager to manage content calendars for social media and email marketing campaigns
- Create content across social media platforms and email marketing campaigns, including writing blog posts, taking photos, and shooting video
- Track social media and email marketing analytics and create weekly and monthly reports
- Assist in growing and managing list of email marketing contacts and social media influencers
- Coordinate and execute regular website updates
- Monitor digital marketing trends and regularly research and brainstorm digital marketing strategies and tactics

Please apply if you meet the following minimum requirements:

- Bachelor’s degree from four-year college/university
- 2+ years prior digital marketing experience
- Excellent writing, communication, and organizational skills
- Highly organized, able to manage multiple priorities simultaneously
- Strong Excel skills; experience with Wordpress a plus

TO APPLY: Send cover note, resume, and two writing samples—with Digital Marketing Assistant/Coordinator in the subject line—to marketing@holidayhouse.com.

ABOUT HOLIDAY HOUSE, PEACHTREE PUBLISHING, and PIXEL+INK

Our group is made up of three children's-only book publishers dedicated to gathering talented authors and illustrators to create books that educate, entertain, encourage, and endure.

Holiday House began in 1935 as the first American publishing house founded with the purpose of publishing only children's books. Our list includes the award-winning I Like to Read® series of picture books for emergent readers and the eponymous imprints of Margaret Ferguson Books and Neal Porter Books. **Peachtree Publishing Company Inc.** is one of a handful of regional houses established throughout the U.S. in the late seventies. Peachtree was the first trade publishing house in the South to achieve national recognition and distribution with several books on *The New York Times* Best-Sellers list. **Pixel+Ink** is the home of the new publisher devoted exclusively to series publishing for children ages 3-13, launched in 2020.

The Holiday House, Peachtree, and Pixel+Ink group values and is actively seeing candidates with a diversity of talents and perspective. All qualified applicants will receive consideration for employment without regard to race, national origin, religion, age, color, sex, sexual orientation, gender identity, disability, or protected veteran status. We offer a competitive range of benefits and compensation, including health, dental, vision, commuting benefits, disability and life insurance, as well as a 401(k).