

## Job Posting: Publicist

Our Group of children's publishers creates high-quality, award-winning books for children of all ages. Recent recognition includes the Caldecott Medal, a Newbery Honor, *New York Times* Best Illustrated titles, short-listing for the Bologna Prize for Best Children's Book Publisher of the Year, countless starred reviews, appearance on significant "best of" title lists, and national and regional bestsellers.

Our fast-growing and collaborative team is looking to add an experienced publicity member to the group. The candidate must be able to prioritize, multi-task, and problem-solve, all in a fast-paced environment.

The successful candidate will be responsible for your own publicity campaigns for picture books through YA novels. As publicist, you will develop and manage relationships with authors and illustrators across our three companies, as well as reviewers, journalists, podcasters, and event coordinators.

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.

- Create & execute innovative publicity plans for new titles each season
- Write press materials, including press releases and persuasive pitch letters
- Pitch stories and interviews to print, online, and broadcast media
- Arrange virtual or in-person book tours (store and school visits) and strategic author appearances for own campaigns, attending events as needed
- Pitch and arrange events for virtual and in-person consumer festivals and trade shows across Holiday House/Peachtree/ Pixel+Ink; book travel as needed
- Grow and manage list of publicity contacts, including key bloggers
- Arrange creative blog tours
- Work with Senior Publicist to submit titles to reviewers and key media contacts

In addition, the publicist is responsible for:

- Briefing authors on media interviews and coaching authors for events, as needed
- Accompanying authors to in-person interviews/events, as needed
- Submitting to select consumer and trade awards
- Assisting with mailings
- Monitoring e-galley requests
- Monitoring general publicity email address
- Compiling media news clips and press coverage for assigned titles

- Attending and presenting at weekly meetings, sales conferences, and reviewer meetings
- Coordinating school visits for select front- and backlist authors
- Adding own publicity invoices to budget and assisting with overall tracking of publicity budget

We are looking for a candidate with

- 4-6 years solid publicity experience and excellent contacts in children's book publishing
- Strong communication skills, both written and verbal
- Computer skills, including Microsoft applications and database—knowledge of Muck Rack or similar publicity database a plus

**To apply, please send a resume, cover letter, and two sample pitch letters and/or press releases to [holiday@holidayhouse.com](mailto:holiday@holidayhouse.com) with the subject line: Publicist**

The Holiday House, Peachtree, and Pixel+Ink group of children's book publishers values and is actively seeking 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).