

## **Yale University Press, London Office – Part-time Marketing Assistant General**

Job Title: Part-time Marketing Assistant General

Department: Marketing

Reporting to: Head of Marketing

Permanent Contract

Full Time – 3 days (21 hours) per week

Salary range £20,000 to £22,000 per annum pro rata 3 days per week

### **The Role**

Yale University Press London seeks a part-time marketing assistant to implement our press cuttings process and reporting and assist with a wide range of general marketing administration. An ideal role for an entry level candidate seeking all round publishing experience as part of a vibrant and collaborative marketing team.

### **Purpose of the job**

To contribute to and participate in general marketing administration.

To be responsible for curating and updating general aspects of the YUPL website, microsites and social media sites.

To work on all aspects of the London office clippings process from quote selection through to publicity updates, ensuring that press coverage populates the Yale University Press websites.

### **About Us:**

Originally founded in New Haven, Connecticut, in 1908, Yale University Press publishes serious non-fiction that furthers scholarly investigation, stimulates public debate and enhances cultural life. It is unique in being the only American university press with a full-scale publishing operation in Europe: Yale University Press London has offices in Bloomsbury and produces internationally renowned, distinguished art and general non-fiction books. Our diverse and award-winning trade authors include Francis Spufford, Richard Holloway, A.C. Grayling, Stephen D. King, Geoffrey Parker and Terry Eagleton.

With a backlist of over 5,000 Art, Trade and Academic titles of international renown, the London office publishes around 120 new books each year within a total Yale University Press list of some 300 new hardcover and 150 new paperback books annually. Yale books have won numerous awards, including the National Book Award, the Warwick Prize for Writing, the Pulitzer Prize, the National Book Critics Circle Award, the Wolfson History Prize and the Longman-History today award.

Yale books are marketed across the globe, directly to Europe, Asia, Africa,

the Middle East, China, Australia and New Zealand and, through our New Haven headquarters, to the Americas. Yale University Press continually extends its horizons to embody university publishing at its best.

### **Equal Opportunities:**

Yale University Press London is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age. We value, promote and seek diversity.

### **Job Profile:**

#### **Key responsibilities:**

- General administration for the YaleBooks website, including jacket batching; recent publications updates; processing data.
- Creating marketing visuals for the YaleBooks website and any other microsites in line with seasonal marketing strategy.
- Overseeing our review coverage process from quote selection through to producing a weekly publicity report and entering quotes onto the company database - ensuring they are successfully processed onto the Yale websites.
- Social media account monitoring and re-sharing, plus some general content creation.
- Creating online and printed marketing content as part of seasonal campaigns using InDesign and MailChimp.

### **Experience / skills required:**

#### **Essential**

- Ability to organise workload, manage priorities and meet deadlines
- Careful and thoughtful approach to consumer-facing marketing
- Confidence with digital platforms and a problem-solving attitude
- Good communication skills
- Excellent attention to detail and accuracy, with ability to edit own work
- Collaborative approach to working as part of a team
- Fully conversant with Microsoft Office (Word, Excel and PowerPoint).

#### **Desirable**

- Working knowledge of Adobe Creative Suite

- Familiarity with social media platforms, CMS and marketing apps
- Previous publishing or marketing experience

**What we can offer:**

Yale University Press London offer a generous package of benefits including accommodation deposit and travel loans, a cycle purchase scheme, a lively social scene and a generous pension scheme. Co-organisers of the annual Bedford Square Arts Festival our staff enjoy access to the square gardens at lunchtimes throughout the summer months.

**The Location:**

The role will be based at our offices on Bedford Square in Bloomsbury WC1, with convenient access to the Northern and Central lines as well as many bus routes.

Please send your CV and supporting covering letter (including availability, notice period and current salary) to:

Robert Owen, Head of People & Office Operations:  
[robert.owen@yaleup.co.uk](mailto:robert.owen@yaleup.co.uk)

**Closing date:** Monday 18<sup>th</sup> June 2018 at 5.30pm

**Processing and safeguarding your data** - Please see YUPL's candidate privacy notice [here](#).