

Sales and Marketing Assistant, Hurst Publishers
Full time, Bloomsbury, Central London

We are seeking an enthusiastic, hardworking and ambitious Sales and Marketing Assistant to join our small and busy team in a highly varied role working across our growing academic and trade lists.

Candidates must have publishing experience in a marketing context and a demonstrable interest in non-fiction publishing, preferably within history, current affairs, religion or politics.

Hurst is an independently owned company founded in 1969. We publish ninety books a year in the UK, and co-publish with Oxford University Press in North America. Originally a proudly scholarly list, we are currently transitioning into a publisher of smart general interest books for a trade audience while striving to maintain our reputation for intellectual rigour. This is an exciting time to join a growing and dynamic company and the role would suit someone looking to take a next step in publishing, with plenty of scope for independent working and innovation.

Responsibilities will include, but not be limited to, the following:

- Drafting marketing and jacket copy, including endorsements.
- Producing AI Sheets and Powerpoint presentations.
- Monitoring, reporting and chasing sales data across various platforms.
- Assisting the Sales and Marketing Director.
- Aiding the Head of Campaigns.
- Managing direct mail campaigns via Mailchimp or alternative providers, producing newsletters and publicity snapshots.
- Running Hurst's social media channels, including Facebook, Twitter and Instagram.
- Attending academic conferences in the UK.
- Managing subscriptions for our quarterly publication — *Critical Muslim*.
- Assisting with inspection copy requests and academic course reading list outreach.
- Helping to manage reprints and corrections, monitoring the backlist and assisting with ebook file preparation.
- Monitoring and updating the Hurst website and database.
- Supplying third parties with publication data, including our US co-publishers.
- Undertaking support work related to royalty payments and rights sales.
- General administrative responsibilities to ensure the smooth functioning of the office.
- Meeting scheduling, material production and minute taking where appropriate.
- Sales visits to London or South East accounts.
- Any other activity deemed necessary within the broader field of marketing as the business grows.

Key requirements

- Undergraduate degree level education or above.
- Excellent organisational abilities and administrative skills, tested in an office environment.
- Proven literacy skills and an aptitude for writing copy.
- A solid understanding of the publishing process, beginning to end.
- Meticulous attention to detail.
- Enthusiasm and willingness to 'get stuck in'.
- Superb inter-personal skills.
- A sound knowledge of current affairs and the ability to identify marketing opportunities arising from news events.
- Creativity and willingness to identify new routes to market and technologies.
- Commercial acumen.
- IT savvy — knowledge of Microsoft Office programs essential, familiarity with Indesign (CS5 or later), Wordpress, Filemaker and direct mailing tools desirable.

Desirable:

- Understanding of ONIX and data management systems, including STAR.
- Familiarity with Wordpress website platforms.
- Knowledge of one or more foreign language an asset.

Please apply with your CV, a covering letter and details of your current salary to Jon de Peyer, jon@hurstpub.co.uk by 7 August.

Salary: competitive, 2-3 years experience.