BookPeople is looking to hire its first ever Marketing Coordinator! The coordinator will work closely with the amazing Events & Marketing team to maintain a monthly marketing calendar, curate engaging content for newsletters and social media, and measure ROI on content marketing.

**DUTIES:**
- Collaborate with the events & marketing team on the creation and maintenance of a marketing calendar, at least a month out, and associated campaigns
- Create weekly email blasts using Constant Contact; set email tone, content, and execution that align with campaign goals
- Assist the events & marketing team with the management and content creation for BookPeople’s social media platforms including but not limited to in-person event coverage, photography, monitoring comments and using script responses, as warranted
- Assist with marketing and social media coverage at large partner events, including but not limited to: Texas Book Festival, SXSW, Conferences for Women (TX, MA, PA, and CA).
- Manage auxiliary work submissions from booksellers for adult marketing and distributing monthly funds accordingly
- Assist with maintaining marketing co-op spreadsheets
- Collaborate with others to draft copy for BookPeople’s physical events calendar, yearly Holiday Catalog and other projects, as they arise
- Maintain the BookPeople blog including but not limited to proofing work submitted by booksellers and occasionally creating original content
- Collaborate with BookPeople subscriptions teams by assisting with title curation and promotional materials, including creating new Trust Fall item listings
- Website maintenance, including but not limited to updating and managing book pages
- Create, send out and recap results of customer surveys measuring on marketing content
- Create and maintain measurable ROI information using Google Analytics and social media marketing
- Build out and maintain segmented mailing list to program’s (Constant Contact) full capabilities

**QUALIFICATIONS:**
- Strong communication, writing and editing skills
- Comfortable with public speaking and on-camera work
- Must be highly organized, deadline-driven and have the ability to work efficiently, multitask and calm under pressure
- Familiarity with the book industry, including knowledge of contemporary literature and basic understanding of publishing and independent bookstores
- Excellent and friendly service for every customer
- Ability to work closely with others in a small team and to coordinate with others across departments
- Ability to adapt to evolving situations, ask for clarity when unsure and handle last minute changes with patience
- Detail oriented with the ability to keep track of and follow up on multiple tasks
- Preferred knowledge of paid and organic social media best practices and email best practices

**COMPETENCIES:**
- Ability to adapt to evolving situations and handle unexpected changes with patience
- Ability to learn new software quickly
- Working knowledge of Google Office Suite and Microsoft Office Suite
- Working knowledge of event management platforms like Zoom & Eventbrite
- Strong analytical skills, with the ability to think strategically
- Must have reliable transportation
• Works in the best interest of BookPeople and our Community Bound by Books

**PHYSICAL DEMANDS:**
- Ability to sit or stand and/or move constantly during a shift
- Ability to lift at least 50 lbs of book boxes
- Ability to work on a computer for the majority of a shift

**Wage:** $13.50/hr. This is a unit position and future wage increases will be tied to the renewal of the BookPeople union agreement.

**Schedule Requirements:** The regular workweek for full-time employees shall be five (5) days, a minimum of seven (7) consecutive hours per day. Must be able to work mornings, evenings, weekends and holidays.

**Benefits and Perks!**
- Eligible for medical, dental, vision, and life/AD&D coverage options for you and eligible dependents after 90 day probationary period.
- FREE garage parking in downtown Austin
- Paid vacation, sick, personal, holiday and birthday benefits
- Access to lots of ARCs (advanced readers copies)
- Employee discounts on books, gifts and coffee
- Access to book platforms accessible only to indie bookstores, publishers and the like
- Beginners marketing and continued education through regional and national bookselling association resources, and more!

**Does this sound like THE job for you?** To apply, please email a cover letter and resume to Cristina (cristina@bookpeople.com) and Charley (charley@bookpeople.com)

**EEO:** BookPeople Inc. is an equal opportunity work environment and is considered an affirmative action employer. We are committed to the hiring, promoting, and providing continual equal employment opportunities regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, or Veteran status.