

## **BookKids Events & Marketing Coordinator**

**Job Title:** BookKids Events & Marketing Coordinator

**Department:** BookKids + Events & Marketing

**Dual Report To:** Kids Buyer & Programming Director + Events & Marketing Director

**SUMMARY:** As the core marketing and events specialist within the BookKids Department, you will work with the Children's Book Buyer and Programming Director to set goals, generate ideas, and execute initiatives to grow our BookKids brand within the community and industry. As the BookKids specialist within the Marketing Department, you will work with the Marketing Director to execute a dynamic kids & YA events program and integrate kids & YA priorities into the store's marketing plans and communication channels.

### **Coordinating our Kids and YA Marketing:**

Work with the Marketing Director and the Children's Book Buyer to coordinate the BookKids marketing voice each month. This will include:

- Coordinating instore signage for events, programming, and other marketing efforts
- Selecting books for storytimes and writing copy for events, newsletters, and other needs
- Coordinating regular kids and YA e-newsletters and dedicated e-blasts
- Maintaining and reviewing our kids content and event listings on BookPeople.com
- Working with the Subscription Lead to grow and support our subscription services
- Working with the Graphic Designer to generate graphics for Kids & YA marketing needs
- Attend biweekly BookKids staff meetings to share knowledge, brainstorm ideas, and generate staff participation in BookKids marketing efforts
- Coordinating our birthday bank loyalty program
- Helping represent BookPeople at industry events and meetings when appropriate

### **Coordinating our Kids and YA Events:**

Work with the Marketing Director and the Children's Book Buyer to give an enthusiastic and professional face to our events program. This will include:

- Filling out publisher event grids to pitch creative events we want for the store
- Serving as logistical point person for publishers and authors planning in-store events
- Communicating logistical needs and details about marketing and event initiatives to IO staff, the Subscription & Donation Lead, and any other interdepartmental partners
- Serving as SCBWI liaison for their monthly meetings and release parties
- Coordinating instore and offsite events and signings, supervising events staff as needed
- Coordinating our storytime program
- Helping coordinate summer programming ideas

### **Supporting our Community Outreach Programs:**

- Facilitating the Teen Press Corps readers group, blog, and e-newsletter
- Coordinating instore bookfairs and family nights
- Facilitating and supporting BookPeople's offsite events and festivals with partners, including working offsite when needed
- Facilitating BookPeople's field trip program
- Facilitating BookPeople's annual bookmark contest

### **QUALIFICATIONS:**

- Required to drive a delivery van. Must have a clean driving record. Required to submit a request for Texas Personal Driver Records to be released to BookPeople
- Demonstrated knowledge of the children's and young adult book sector required
- Project management skills, with experience managing multiple projects at the same time preferred
- Excellent written and verbal communication skills; experience with public speaking is preferred.
- Demonstrated ability to be extremely detail oriented, with experience managing multiple projects preferred

- Experience in at least one of the following is required: publishing, bookselling, marketing, or events management, with experience in marketing or event management a plus
- Customer service experience preferred

### **COMPETENCIES:**

- Ability to work closely with others in a small team and to coordinate with others across departments
- Excellent time management skills, including ability to prioritize program needs and manage your own schedule as a salaried employee
- Excellent communication skills with the ability to ask for clarity when needed
- Comfortable with public speaking and on-camera work
- Working knowledge of Google Office Suite (Docs, Sheets, Drawings, Calendar) and Microsoft Office Suite (Word, Excel)
- Working knowledge of event management platforms like Zoom & Eventbrite
- Ability to provide excellent and friendly service for every customer whether they be in the store, online or on the phone. Customer service requires patience, kindness, and the ability to work with diverse communities and customer needs.
- Strong analytical skills, with the ability to think strategically
- Ability to brainstorm and generate ideas for creative children's programming
- Comfortable working with children in chaotic environments
- Knowledge of paid and organic social media best practices and email best practices a plus
- The ability and confidence to deal with a range of people for customer service
- A positive attitude and a friendly, approachable, professional demeanor
- Ability to assert yourself, take charge when needed, and proactively problem solve under pressure
- Ability to prioritize and stay current on a busy inbox
- Ability to ask for clarity when needed
- Ability to manage and resolve challenging customer service issues with a calm and professional demeanor
- Excellent organizational skills and ability to keep track of shifting needs with an eye for detail
- Works in the best interest of BookPeople and our community bound by books

### **PHYSICAL DEMANDS:**

- Ability to stand and/or move constantly during a shift
- Ability to lift at least 50 lbs
- Ability to work on a computer for the majority of a shift

**Wage Rate:** \$14.25/hr. This is a unit position and future wage increases will be tied to the renewal of the BookPeople union agreement.

**Labor Grade:** 5

**Schedule Requirements:** Full-time. 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](mailto:cristina@bookpeople.com)) and Meghan ([kids\\_buyer@bookpeople.com](mailto:kids_buyer@bookpeople.com)).