



## GREYSTONE BOOKS

### **Sales & Marketing Coordinator: Greystone Books, Vancouver, BC**

Greystone Books is hiring a full-time Sales & Marketing Coordinator to join our fun, ambitious, and creative team of dedicated publishing professionals. The Sales & Marketing Coordinator will work under the supervision of the Sales & Marketing Director, and the Marketing Manager, in conjunction with a global sales and marketing team, to develop and execute strategies to build the discoverability and sales of Greystone's adult and children's books worldwide and promote the Greystone brand.

This is a full-time position, based in Greystone's Vancouver (Railtown) office. Benefits include extended health coverage, long-term disability, professional development opportunities, complimentary books, and occasionally, ice cream. Occasional evening and weekend work will be required.

#### **Responsibilities include, but are not limited to:**

**Develop and implement digital marketing campaigns** to promote our books and authors; update our website and social media channels; coach authors on social media best practices; create newsletters; reach out to bloggers; and otherwise engage with readers online.

**Manage Greystone's book metadata** across multiple databases, ensuring it is accurate, up to date, and optimized for online discoverability and sales.

**Support the sales and marketing team** by developing sales and marketing materials, coordinating author events, liaising with online retailers, generating and analyzing sales reports, reaching out to special sales and promotional contacts, and other sales and marketing tasks as needed.

#### **Skills and Qualifications:**

- A passion for books and a keen interest in the publishing industry
- 1-2 years' experience in sales or marketing, preferably in publishing or a related cultural industry
- Fluent in social media and marketing analytics
- Able to write compelling content and adapt it as needed for different uses
- Knowledge of basic HTML and experience with website platforms
- Superior organization, communication, and prioritizing skills
- Able to work independently and as part of a team

#### **About Us**

Greystone Books is a leading publisher of nonfiction books about nature and the environment, travel and adventure, sports, social issues, science, and health, as well as books that are exceptional literary expressions of personal passions. Greystone has published several internationally bestselling titles including *The Hidden Life of Trees*, *Gut*, and *The Obesity Code*. In 2019, Greystone launched a children's imprint, Greystone Kids, which publishes picture books and middle reader non-fiction that explore the natural world, climate justice, social issues, and science.

Greystone is committed to providing an environment free of discrimination and harassment, where all individuals are treated with respect and dignity, can contribute fully, and have equal opportunities.

#### **To Apply**

Please send a cover letter detailing how you meet the qualifications and why you want to work for Greystone Books, along with a resume and salary expectations in a single PDF to [info@greystonebooks.com](mailto:info@greystonebooks.com) by end of day August 1, 2019.