

CAREER OPPORTUNITY

09 JANUARY 2015

MARKETING COORDINATOR

HEAD OFFICE (KRAMERVILLE, JHB)

We have a vacancy at Exclusive Books Head Office for a Marketing Coordinator. The successful applicant will be in charge of managing nationwide campaigns from inception to execution. If you are talented, organised, love books and have a background in marketing, apply right away!

Outputs

- Briefing in campaigns and ad-hoc work to ad agency
- Checking campaigns and sending in-depth reverts
- Organising POS for campaigns with printers (quotes, invoices, following up, store allocation)
- Campaign maintenance (store visits, POS replenishments, placing ads in Sunday Times, flighting ads on radio)
- Uploading campaign imagery and store photos to Pinterest
- Responding to store queries via email with regards to POS, campaign details and general marketing queries
- Maintaining relationships with external partners
- Writing copy for campaigns, PR and invites
- Writing the occasional blog post (usually about campaign-related content)
- Marketing meetings with publishers and reps

Knowledge

- Conceptualising and executing ABL, TTL and BTL campaigns
- Retail marketing
- Managing a client/agency relationship
- Digital marketing knowledge advantageous
- Knowledge of books and book industry advantageous

Skills

- Content and copywriting
- Logistics management
- Literacy in Microsoft Office a must
- Photoshop, Indesign and Wordpress skills highly advantageous

Attributes

- Organised
- Creative

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www.exclusivebooks.com



- Adaptable
- Quick thinking
- Detail-driven
- Resilient

Please send your CV in pdf or Word format **with a cover letter** to zoeh@exclusivebooks.co.za before the 23rd of January. If you have not heard from Exclusive Books by the 30th of January 2014, please consider your application unsuccessful.