



PUBLICIST
LORE LUSH, LLC

JOB TITLE: MARKETING/PUBLICIST

DEPARTMENT: LORE LUSH PUBLISHING

SUPERVISOR: PUBLISHER

ABOUT US:

LORE LUSH PUBLISHING PUBLISHES DIVERSE STORIES FROM DIVERSE AUTHORS AND WE NEED MARKETING EXPERTS/PUBLICISTS TO TO GET THE WORD OUT ABOUT OUR AUTHORS AND BOOKS.

OUR GOAL IS TO INCLUDE EVERYONE FROM ALL WALKS OF LIFE, RACE, CULTURES, PREFERENCES, DISABILITIES, ETC. WHILE MAINTAINING AN ELEMENT OF STYLE THAT WOULD BE UNIQUELY OURS. IN ADDITION TO PUBLISHING DIVERSE STORIES, LORE LUSH PUBLISHING ALSO HAS A CROSS-GENRE IMPRINT

JOB DESCRIPTION:

THE PUBLICIST WILL BE RESPONSIBLE FOR CRAFTING AND PROMOTING A COMPANY'S IMAGE, VISIBILITY, AND BRAND. A PUBLICIST POSITION FOR LORE LUSH PUBLISHING, INVOLVES THE ABILITY TO THINK CREATIVELY, A WILLINGNESS TO CONDUCT INDEPENDENT RESEARCH INTO THE COMPANY'S TARGET MARKET, AND THE CAPABILITY TO CRAFT EFFECTIVE MARKETING PRACTICES AND WORKING WITH DIRECTLY WITH AUTHORS.

A PUBLICIST CRAFTS PRESS RELEASES AND PROMOTIONAL MATERIALS, ASSISTS IN THE DESIGN OF BOOK ADVERTISEMENTS, ORGANIZES SPECIAL BOOK/AUTHOR EVENTS, AND ACTS AS A LIAISON BETWEEN THE AUTHOR/PUBLISHER AND THE CONSUMER.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- MANAGES COMPANY'S INTERNET PRESENCE ON FACEBOOK, TWITTER, AND OTHER SOCIAL MEDIA SITES.
- WRITES PRESS RELEASES.
- WORKS DIRECTLY WITH BOOK BLOGGERS & REVIEWERS TO PROMOTE LLP'S BOOKS.
- CONTRIBUTES TO COMPANY WEBSITE OR BLOG CONTENT.
- SPEAKS ON BEHALF OF THE COMPANY AT PUBLIC EVENTS.
- REACHES OUT TO MEDIA AND PUBLICATIONS TO DRAW AWARENESS OUR AUTHORS AND NEW RELEASES.
- SCHEDULES PROMOTIONAL EVENTS AND NEWS ITEMS TO CORRESPOND WITH BOOK LAUNCHES OR NEW PRODUCTS.
- ORGANIZES SOCIAL EVENTS TO PROMOTE THE AUTHORS.
- CONDUCTS RESEARCH INTO TARGET CONSUMER MARKET.
- PROVIDES SURVEYS TO REQUEST FEEDBACK FROM AUTHORS AND CUSTOMERS.
- USES CLIENT FEEDBACK TO ADJUST PUBLIC RELATIONS STRATEGIES AND COMPANY IMAGE ACCORDINGLY.
- ADDRESSES AND DIFFUSES ANY PUBLICITY PROBLEMS AND ISSUES.
- ACTS AS A LIAISON BETWEEN THE COMPANY/AUTHOR AND MEDIA OUTLETS, INCLUDING NEWSPAPERS AND TV STATIONS.
- PREPARES AND COACHES EMPLOYEES FOR PUBLIC APPEARANCES.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- MUST HAVE EXCEPTIONAL WRITTEN AND VERBAL COMMUNICATION SKILLS.
- DEMONSTRATES ABILITY TO THINK CREATIVELY AND ANALYTICALLY.
- EXHIBITS PROFESSIONAL BUT OUTGOING DEMEANOR.
- IS CAPABLE OF CONDUCTING INDEPENDENT RESEARCH.
- MANAGES TIME EFFECTIVELY.

- DEMONSTRATES EXCELLENT ORGANIZATIONAL SKILLS.
- WORKS WELL WITH A VARIETY OF INDIVIDUALS.
- POSSESSES KNOWLEDGE OF BEST MARKETING AND PROMOTIONAL PRACTICES.
- DEMONSTRATES AWARENESS OF INDUSTRY TRENDS AND CONSUMER DESIRES.
- IS ABLE TO NAVIGATE SOCIAL MEDIA AND OTHER WEBSITES EASILY.
- EXHIBITS PROFICIENCY IN WORD PROCESSING PROGRAMS.
- DEMONSTRATES FAMILIARITY WITH CREATIVE PUBLISHING SOFTWARE.

EDUCATION AND EXPERIENCE:

- BACHELOR'S DEGREE IN COMMUNICATIONS, PUBLIC RELATIONS, MARKETING, OR RELATED FIELD IS RECOMMENDED.
- PREVIOUS EXPERIENCE IN PR OR MARKETING IS REQUIRED.

WORK ENVIRONMENT:

- REMOTE/ WORK FROM HOME/INTERNET ACCESSIBLE
- MUST BE ABLE TO WORK WELL UNDER PRESSURE AND AGAINST STRINGENT DEADLINES.
- MUST BE ABLE TO WORK WEEKDAYS AND SOME EVENINGS AND WEEKENDS WHEN FACING A DEADLINE.
- MUST BE ABLE TO SPEND HOURS LOOKING AT A COMPUTER SCREEN.
- BE ABLE TO ATTEND BOOK LAUNCH PARTIES AND OTHER SOCIAL EVENTS.

LORE LUSH, LLC IS AN EQUAL OPPORTUNITY EMPLOYER

