



Marketing Manager, Basic Books  
HACHETTE BOOK GROUP

**Job Category:** Marketing/Sales

**Job Source:** nrjobs.com

## Job Summary

**Employment Type:** Full Time

**Gender:** Any

**Career Level:** Entry Level

**Salary:** Negotiable

**Experience:** Minimum 3 years

**Posted On:** 22 Dec 2024

**Application Deadline:** 20 Jan 2025

## Job Context

- The Basic Books Group, a publishing division of Hachette, is seeking a Marketing Manager to join their team. Reporting to the Executive Director of Marketing, this individual will be responsible for creating and implementing marketing campaigns for a variety of non-fiction titles across our publishing imprints. The successful candidate will be able to adapt to an evolving environment, have strong communication skills, help drive continuous improvement, and thrive in a results-oriented workplace.

This is a NYC-based opportunity. Please note our current hybrid model is two days per week in the office.

## Job Description/Responsibility

- Works closely with the Executive Director of Marketing, utilizing research and analytics to create, communicate, and implement marketing campaigns
- Independently runs marketing campaigns for select titles across the list
- Works with key stakeholders (author, agent, editorial, and publicity) during the planning phase to ensure cohesive, strategic, and creative marketing efforts
- Helps coordinate imprint sales presentations for seasonal meetings
- Communicates to both authors and internal clients thoughtful marketing, advertising, and sales updates and analyses leading up to, during, and after publication
- Collaborates on imprint focused branding, including social media, direct-to-consumer email campaigns, as well as print and digital advertising

## Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

## Experience Requirements

- Minimum 3 years of experience is required.

## Additional Experience Requirements

- Minimum of three years of progressive marketing experience in book publishing

## **Skills Requirements**

- Proficiency with social media platforms
- Proficiency in Microsoft Office
- Proficiency with Canva/InDesign experience is a plus
- Proficiency with WordPress is a plus
- Strong communication skills (verbal and written)
- Experience presenting in front of groups including internal meetings and with outside clients
- Proven ability to deliver timely, accurate work and demonstrate good follow-up and follow-through.
- Excellent organizational skills with the ability to multi-task, prioritize, and manage time effectively.

## **Work Area**

- Applicant should have experience of working in the following category(ies): Marketing/Sales

## **Industry Type**

- Experience should include the following skills: Media/Advertising/Event Mgt.

**Address:** New York, NY, New York, United States

**Company Profile:** Publishing

**Company Website:** <http://www.hachettebookgroup.com/>