

Marketing Manager

Scottish indie publisher Floris Books is looking for a dynamic marketing professional to join its innovative team. We produce award-winning children's fiction and beautiful picture books alongside adult non-fiction on alternative and holistic living.

This is a new position and candidates will be already working at managerial level or have 2+ years working in publishing at marketing executive or equivalent level (with an eye on taking the next step up). It's a great opportunity to join one of the most respected and fastest-growing publishers in Scotland, working with a current team of four marketers led by a Sales & Marketing Director.

We are looking for someone special with:

- Effective book-marketing campaign and strategy experience
- Line management experience (interns count!)
- Positive, can-do attitude
- Creative problem-solving skills
- Breadth and depth of book market knowledge
- Excellent communication skills for teamwork, leadership, working with authors, illustrators and external partners
- A superb visual aesthetic and persuasive copywriting skills for different audiences
- Experience of spreadsheets, databases and budget management
- Insightful sales analysis
- Expertise in social media and online marketing analysis
- An ability to prioritise effectively and calmly
- (A bonus) InDesign and Photoshop know-how

Your main responsibilities would be to:

- Lead our marketing team and have two direct reports
- Drive and implement exciting marketing campaigns across our whole publishing range – both non-fiction and children's books
- Build strong relationships with our authors, illustrators, the trade and media
- Be an enthusiastic brand ambassador for Floris Books
- Deliver the best marketing campaigns for the greatest sales opportunities

If this sounds like you then we'd love to hear from you!

To apply please email the following to recruitment@florisbooks.co.uk:

- Your CV (no more than two A4 pages in Word or PDF) with a covering email of no more than 300 words explaining why you're the ideal person for this position
- A 2 minute (max) video introducing yourself and describing the marketing campaign you're most proud of and why. Please upload via WeTransfer.com
- Your current salary and notice period

The job is a full-time position, based in our Edinburgh office, on an initial 12-month contract with the intention of becoming permanent. Salary dependent on experience. Ideally our new marketing manager will join us in early Spring 2019.

Closing date: **5pm on Monday 7th January 2019. Interviews to take place in the week commencing 28 January** (unless by special arrangement). Prospective candidates must be eligible to work and remain in the UK

If we've missed anything, please email recruitment@florisbooks.co.uk and we'll do our best to respond quickly.