

UNIVERSITY PRESS OF MISSISSIPPI

- **Job Title** Publicity and Promotions Associate
- **Department** Marketing
- **Immediate Supervisor** Senior Publicity and Promotions Manager
- **Job Supervisory Responsibilities** Marketing Assistant and Marketing Aides
- **Status** Non-Exempt
- **Salary** \$31,200.00
- **Location** Jackson, Mississippi metro area

Experience

A bachelor's degree is the minimum level of education necessary for this position. Experience in book publishing is desired. Experience in publicity, marketing, social media, and/or journalism is preferred. The goal of the Publicity and Promotions Associate will be to work closely alongside the Senior Publicity and Promotions Manager. This position requires a highly motivated individual able to activate and work independently, as well as excellent oral and written communication skills, a high level of organization, and the ability to set and meet deadlines. This position will be open to remote or hybrid work but will require someone with a willingness to attend book signings and other press events and appear in the Jackson, MS UPM office as needed.

Experience writing news releases, promotional material, and social media work is preferred along with an interest in the Press's areas of acquisition. Knowledge of Microsoft Word and Microsoft Excel is necessary. Knowledge of design programs Canva and Adobe, the social media platforms Facebook, X (formerly Twitter), Instagram, and Threads, and social media scheduling tools is preferred. A willingness to learn ACUMEN, Biblio, and other publisher specific platforms is desired.

Responsibilities

- Communicate with authors to answer questions and provide support;
- Assist in arranging television, radio, podcasts, and other media interviews;
- Assist in placing excerpts or author op-ed pieces in publications;
- Assist in scheduling, publicizing, and attending bookstore signings and other special events;
- Coordinate with and generate ideas within the social media team and assist in execution of those plans including filming author interviews, creating campaigns to promote books, and sharing news from UPM;

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- Create new book posts and pre-order graphics for social media, as well as post sharing publicity highlights like reviews, interviews, award wins, and signings;
- Assist in finding partnerships with social media accounts to promote books and authors;
- Communicate publicity results regularly with authors and all press staff and update and maintain a filing system of publicity items;
- Create and maintain a database of media contacts as well as maintain key relationships with media;
- Coordinate with the Electronic and Direct-to-Consumer Sales Manager to regularly update the In The News section of the website.
- Assist in managing Press's print and digital advertising campaigns for all titles;
- Assist in managing the Press's awards submissions;
- Create and submit POs for advertising, social media, subscription services, and other services;
- Other special projects as assigned by the Senior Publicity and Promotions Manager.

In addition to the salary, this position comes with benefits through the State of Mississippi, including health insurance, wellness benefits, paid sick and personal leave, paid vacation days, tuition reimbursement, and retirement program.

Please submit a cover letter, resume, and the names and contact information for three professional references to UPMJobs@mississippi.edu with **Publicity and Promotions Associate** in the subject line. The closing date is October 21, 2024.

See more information about this and other positions at <https://www.upress.state.ms.us/Careers>.

UPM is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.

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