

Marketing and Events Assistant

OVERVIEW

The Good Book Company is seeking a Marketing and Events Assistant to join our award-winning Christian publishing team and help us in our mission to serve the Church with biblical, relevant and accessible resources. He or she will be responsible for supporting the efforts of the marketing team, particularly with digital marketing activities such as monitoring and updating social media channels and executing email marketing campaigns, as well as playing a key role in planning and attending conferences and events. The ideal candidate is organized, a strong communicator and a team player.

LOCATION

Charlotte, NC

SALARY AND BENEFITS

\$30,000 - \$35,000, health contribution, matched retirement benefits

RESPONSIBILITIES

Marketing

- Create and schedule social media posts on behalf of the company
- Monitor social media channels and boost posts where appropriate
- Execute other advertising campaigns in collaboration with the Digital Marketing Manager
- Build emails, blog posts, press releases, Amazon A+ pages, YouVersion plans
- Contribute to the creation of other marketing materials
- Support projects such as book launches
- Contribute to catalog and website discount campaign planning
- Support marketing team colleagues as required

Conferences and Events

- Coordinate and attend industry conferences and events
- Organize banners, giveaways, display stands and other conference materials
- Develop sales presentation documents

Potential Responsibilities

- Oversee the implementation of SEO best practices in marketing process
- Coordinate podcast interviews
- Take the lead on a select number of book launches

QUALIFYING KNOWLEDGE, SKILLS, AND CHARACTERISTICS

Required

- Sympathy with The Good Book Company's aims and values (find out more at thegoodbook.com/about)
- Strong written communication skills
- 1-2 years of experience in marketing and communications (internships may qualify)
- Basic editing skills
- Organized, detail-oriented, proactive and inquisitive
- Proven team player with a desire to learn, improve, and support others
- Familiarity with evangelical Christian culture, terminology, and trends
- Bachelor's degree
- Willing to travel 12-15 times a year

Desirable

- Experience with digital platforms such as Facebook Business Suite, YouTube Creator Studio, MailChimp
- In-depth understanding of Google Analytics and email campaign analysis
- Familiarity with SEO
- Some experience with podcasting and/or podcasting platforms like iTunes and Spotify
- Degree in marketing or a related field
- Willingness to visit the company's UK office in London

To apply, please send us your résumé along with a cover letter to Katie Thompson (katie.thompson@thegoodbook.com) explaining why you would like to join The Good Book Company and why you might be the person we are looking for.