

Marketing Aide, part-time, University Press of Mississippi

Total hours: 16 per week

Salary: minimum wage

Answers to: Marketing Assistant and Digital Publishing Coordinator

Duties

Generally to assist a marketing department of five publishing professionals

Assist in the sales and promotion of scholarly and trade books; assist in the filing of marketing materials and record keeping; assist in the management of review contact lists; assist in the assembly of review copy materials sent to the warehouse; assist in the dissemination of news releases and promotional material via email and via traditional mailings; assist in the dissemination of flyers, eflyers, and other promotional materials for authors' uses and for direct mail marketing; assist in the processing of desk and examination copy requests for professors; assist in the maintenance or creation of title metadata; assist in the preparation of exhibits, sales kits and other sales materials; experience with Microsoft Word, Outlook email, and Excel, and/or willingness to learn ACUMEN Inventory Management System, Adobe InDesign, Biblio, Canva, and other software is encouraged.

Configuration

This entry-level publishing and marketing position pays minimum wage. Work must be completed in daylight hours in our offices in Jackson, Mississippi.

Contacts

Please send resumé and cover letter to Steven B. Yates, Associate Director / Marketing Director, syates@mississippi.edu AND Jordan Nettles, Marketing Assistant and Digital Publishing Coordinator, jnettl@mississippi.edu