



Graduate Student Freelance Marketing Associate

University of Cincinnati Press has an immediate need for an experienced, self-starter to be its next freelance Marketing Associate. This position creates and implements the marketing and sales campaigns to support University of Cincinnati Press books and journals. This individual may supervise a marketing student worker and works directly with the remote freelance publicist. This is a one-year commitment and can be renewed with mutual agreement.

The ideal individual will enjoy working in a small, culturally inclusive and fast-paced publishing organization. The university of Cincinnati Press offers inclusive work environments, allyship, and honest, open, and transparent leadership. We encourage all qualified marketing students and professionals to people to apply.

The Press mission and daily work culture is mirrored in its core publishing areas of social justice, diversity, equity, and inclusion, Academic Community Partnerships, and Regional Studies. Our office fosters accessibility and inclusivity with a priority in increasing in the number of authors and publishing professionals from underrepresented communities.

Work Arrangement: Approximately 20 hours per week in Langsam Library Press Office. This is a freelance position and does not come with university benefits.

Responsibilities:

- coordinates the advertising program for Press books and journals;
- writes and edits original ad content and marketing emails for academic and trade audiences;

- coordinates materials, deliverables, and responsibilities between the graduate student graphic designer, vendors, agencies, and internal team(s); communicates appropriate specifications for print and web projects
- writes and executes email and direct mail campaigns; researches and negotiate mailing lists
- track data analytics, response rates, and metrics, analyze trends and make recommendations based on results; track budget for advertising and promotions, submitting invoices and purchase orders
- updates title management
- creates social media posts for all Press platforms (Twitter, Instagram, Facebook) and work with authors to help them create a social media presence.
- provides social media analytics;
- participate in marketing and Press meetings;
- send publicity copies and assist publicity freelancer with other tasks

Required:

- 4th year marketing student. Strong preference for a graduate student with 2+ years' work experience in marketing
- Knowledge of google and platform analytics
- Strong familiarity with social media management platforms and posting promotional content on
- Instagram, Facebook, Linked In and Twitter
- Excellent written and oral communication skills
- Strong knowledge of MS Word, Excel and Teams
- Strong project management and organizational skills
- Interest in academic, scholarly and Midwest regional publishing

Applicants may send a cover letter and resume to Elizabeth.Scarpelli@uc.edu

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