

JOB POSTING

Company:	Harlequin Enterprises ULC
Job Title:	Publicity & Marketing Coordinator
Department:	Harlequin Brand Group
Reporting To:	Sr. Manager, Series and Digital Publishing
Status:	Contract (12 Months)
Location:	22 Adelaide Street West, Toronto (currently working remotely but will need to commute to the office when it reopens)

Job Summary:

The Publicity & Marketing Coordinator is directly accountable for the execution of initiatives, promotional plans and partnerships for the Harlequin Brand Group to increase awareness, develop audiences to drive sales to meet the group's strategic and financial objectives.

To assist the Brand Group Publicist in the development, coordination and execution of publicity initiatives that aid business strategies to increase brand awareness, readership, sales and profitability of the Harlequin & Carina Press businesses in North America.

To assist the Brand Group Assistant Product Manager in the development, execution and coordination of marketing efforts that support Harlequin books.

Duties and Responsibilities:

Publicity Execution & Communication: (60%)

- Develop and execute publicity efforts for Harlequin Series including: trade review submissions, monthly media pitching, blog tours, Instagram tours, and finished copy mailings
- Track all Harlequin Series publicity efforts and compile results in a monthly report for key stakeholders
- Develop and maintain relationships with print and online media to secure reviews and features (guest posts, interviews, excerpts, etc.) with a focus on the US and Canadian markets
- Work closely and collaboratively with Marketing, Editorial, Digital and Social to maximize awareness of Harlequin Series and Carina Press titles
- Assist Publicist with the creation of press releases
- Assist Publicist with publicity-led influencer initiatives
- General administrative duties

Marketing Execution & Communication (40%)

- Help APM with sales materials including: copy writing, system inputs, execution and communication
- Work with key stakeholders to ensure on-time development, presentation, communication and execution of plans as per seasonal work-back schedules

- In collaboration with the APM, promotions team and cross-functional groups participate in the development and execution of marketing plans to achieve objectives and ROI.

Qualifications:

Specific training or job experience required includes:

- 2 + years of publishing, marketing or publicity experience, with a strong ability to work simultaneously on a variety of deliverables and a proven ability to write innovative copy
- Strong relationship management experience
- Proficient in Microsoft Office
- Knowledge of social media platforms, Cision Media database and MuckRack a plus

Competencies/Skills:

Competencies and skills required to perform this job include:

- Cooperative, adaptable team player with exceptional creativity, problem solving, decision-making and presentation skills
- Calm under pressure, with the ability to take initiative and prioritize multiple projects under tight timelines
- Results oriented with strong eye to detail

What's in It For You?

- The opportunity to be part of a company on the leading edge of publishing, working with a very talented team and exceptional books
- Remote work, flexible start/stop times
- Vacation allotment, starting at three weeks
- Various virtual social activities to keep you connected – we love trivia!
- Virtual author events and access to discounted books
- Working with passionate people!

About HarperCollins Canada and Harlequin

Harlequin is a leading publisher of commercial fiction and narrative nonfiction. We publish more than 100 titles a month that reach audiences globally. Encompassing highly recognizable imprints that span a broad number of genres, we are home to many award-winning New York Times and USA TODAY bestselling authors. Harlequin is a division of **HarperCollins Publishers**, the second-largest consumer book publisher in the world. Through HarperCollins's global publishing program, Harlequin titles are published in 17 countries and 16 languages.

Known worldwide for the quality of its list, **HarperCollins Canada** is the proud home of many bestselling and award-winning authors, including Esi Edugyan, Heather O'Neill, and Lawrence Hill. It is our vision to publish the best books of our generation and to work with authors over the length and breadth of their careers. Our authors are at the centre of everything we do. In addition to the Canadian publishing program, HarperCollins Canada is responsible for the sales, marketing, and publicity of HarperCollins titles from around the globe.

External applicants are asked to apply on our website (<https://careers.hcc-hqn.com/>).

HarperCollins Canada and Harlequin are **Equal Opportunity Employers** committed to

equal employment opportunities. Employment decisions are based on job requirements and the skills, knowledge, and experience of the candidate, regardless of any other factors unrelated to job performance.

We are also committed to ensuring that the **accessibility** needs of candidates and employees are considered and accommodated during the recruitment process.

We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted.

