

Wildhouse

PUBLISHING

Job Title: Book Publicist for Wildhouse Publishing

Location: Boston, MA

About Us:

Nestled in Boston's vibrant Kenmore Square, Wildhouse Publishing is a forward-thinking independent nonprofit book publisher with a keen focus on expansive and adventurous spirituality. Our catalog spans a diverse range of titles that delve into realms of spiritual exploration, meaning-making, inspiring stories, and the intersection of ancient wisdom and modern journeys. As a small but passionate team, we pride ourselves on nurturing voices that inspire and challenge our readers to embark on their own adventures of the spirit.

The Opportunity:

We are on the lookout for an enthusiastic and highly driven Book Publicist to join our team. This is not just any role; it's an invitation to be at the forefront of promoting literature that matters. If you have a burning passion for selling books, amplifying stories, and joining with like-minded souls to get our authors' work into the hands of readers worldwide, we want to hear from you. This full-time position is designed for someone who is an excellent communicator, an adept project manager, and savvy with the nuances of navigating the press and social media. In addition to demonstrated expertise in book publicity, the successful candidate must have an eye for innovation as well as an entrepreneurial and goal-oriented approach to public relations. The candidate should also be a strategic thinker, and enjoy working in a fast-paced start-up culture.

Your Role and Responsibilities:

- Craft and execute dynamic publicity campaigns that resonate with our target audiences and beyond.
- Build and maintain strong relationships with media outlets, influencers, book bloggers, speakers' bureaus, national magazine and media outlets, publications that run book reviews, and other key stakeholders in the literary and spiritual communities.
- Leverage social media platforms to amplify our presence, engage with our audience, and drive conversations around our titles and authors.
- Organize and coordinate book launches, signings, and other promotional events that align with our mission and excite our readers.
- Serve as a liaison between authors and the media, ensuring their stories reach as many ears and eyes as possible.
- Help to collaborate with authors in building and expanding their social media platforms.
- Monitor and report on the effectiveness of publicity efforts, using data to inform future strategies.

- Keep a finger on the pulse of industry trends, emerging platforms, and innovative ways to connect with audiences.

Wildhouse Publishing is an operating division of nonprofit Just Horizons Alliance (JHA). The Book Publicist will be involved in company-wide initiatives and supporting general office activities. It will be helpful if applicants have some understanding of and interest in other operating divisions of JHA, including scholarly research into emerging spirituality and religion.

What We're Looking For:

- A bachelor's degree in Communication, Marketing, English, Journalism, or related field.
- 1-3 years of experience in publicity, marketing, or a related area within the publishing industry.
- A genuine passion for spirituality, personal growth, and the transformative power of books.
- Quick thinking and pace of work, ability to be agile and juggle many projects at once.
- Strategic and long-term thinking and the ability to collaborate with senior leadership to help build our organization.
- Exceptional communication skills, both written and verbal, with the ability to pitch stories with enthusiasm and clarity.
- Proven track record of managing projects from conception to completion, with meticulous attention to detail.
- Deep understanding and hands-on experience with social media strategy and content creation.
- Self-starter mentality and independent problem solver with the drive to initiate and pursue opportunities without close supervision.
- Proficiency in Microsoft 365 products, Adobe Creative Suite, and project management systems.

Why Join Us?

- Be part of a purpose-driven team that believes in the power of storytelling to inspire and transform.
- Opportunity to grow with and influence the direction of a company at the forefront of spiritual and adventurous publishing.
- A supportive, collaborative work environment that values creativity, innovation, and diversity.
- Flexible working arrangements (work is hybrid with a minimum of three days a week in the office) and opportunities for professional development.
- Salary is \$50,000 - \$57,000, depending on experience. The position is full-time, exempt, with health, dental, disability, and retirement benefits. A commitment to training and mentoring is a key component of WHIP's and JHA's operations. The opportunities and training associated with this position are suited to career trajectories in nonprofit management.

If you're ready to embark on this adventure with us, please submit your resume, a cover letter explaining why you're the perfect fit for this role, and examples of past publicity campaigns you've

led or contributed to, including press releases, pitches to media members, and author media kits. Email materials in a single pdf document to admin@wildhousepublishing.com. No phone calls will be accepted. Applications will be accepted beginning March 10, 2024 until the position is filled. Nonprofit Just Horizons Alliance (including Wildhouse Publishing) is an Equal Opportunity Employer.