

Graywolf Press seeks an energetic, dedicated, and creative person with publicity experience for the position of Publicist.

Graywolf Press is a nonprofit publisher of fiction, nonfiction, and poetry, including work in translation. We aim to publish books and authors that foster new thinking about what it means to live in the world today. We publish a diverse list of thirty to thirty-five books each year. Our nineteen-person staff is based in Minneapolis, Minnesota.

The Publicist will report to Graywolf's Publicity Director, Caroline Nitz, and our Director of Marketing and Engagement, Marisa Atkinson. This position serves as publicist for four to five titles per season, with a particular focus on poetry and works in translation. The Publicist will lead media outreach for their assigned titles, as well as the planning and logistics for author tours. They will also create the majority of content for Graywolf's social media channels, under the guidance of the Publicity Director.

The ideal candidate for this job has at least two years of experience working as a book publicist with a publishing house. We are looking for a candidate that is passionate about literature (especially poetry and works in translation); is tuned into the contemporary literary landscape; is detail-oriented, creative, self-motivated, and collaborative; and has a knack for navigating relationships with a wide variety of constituents with diplomacy and care. This position requires some domestic travel to conferences and trade shows (post-pandemic). It is our strong preference that the person hired for this role be based in Minneapolis, and a moving stipend will be provided if relocation is needed. We are also open to considering remote candidates.

The salary range for this title is \$50,000 - \$55,000 per year, dependent on experience. Compensation includes paid time off; health, dental, and life insurance, as well as short-term and long-term disability insurance; parental leave; and a transit pass. Graywolf employees are eligible for retirement benefits after one year of service. This is a full-time, exempt position with a start date in late October / early November 2021.

Job Responsibilities

Publicity and Events

Serve as publicist for 4-5 titles per season. Responsibilities will include:

- *Media Outreach*
 - Pitch Graywolf titles to members of the media (print, radio, online, television)
 - Write press releases and create galleys, build mailing lists
 - Organize author interviews and profiles
 - Coordinate local media coverage around author events
 - Communicate media coverage with authors, agents, and staff
- *Author Tours*

- Lead the planning and logistics for author tours as part of assigned publicity campaigns
- Work with authors to plan touring cities and event schedule
- Pitch Graywolf titles to event coordinators and respond to incoming event invitations
- Oversee author participation in literary festivals as assigned
- With other members of the team, ensure our events are promoted online
- *Travel, Meetings, Conferences, and Events*
 - Represent Graywolf at author events (typically nights / weekends)
 - Represent Graywolf at conferences, trade shows, and literary festivals as assigned (will require some domestic travel post-pandemic)
 - Represent Graywolf at board meetings and development events

Social Media

- Lead calendar and planning, content creation, and general response / management of Graywolf's Instagram, Facebook, and Twitter accounts, under supervision of Publicity Director

Misc

- Take an active role collaborating with the marketing team and the rest of the staff on cross-department projects, task forces, special events, and outreach and engagement initiatives
- Design promotional items (tour graphics, bookmarks, postcards, etc.) as assigned

Required Education, Skills, Knowledge, and Abilities

- At least two years of experience working as a book publicist with a publishing house.
- Experience in author event programming.
- Experience creating social media content for a company or business and working with social media in a professional capacity.
- A commitment to increasing diversity in and access to literature.
- An inclusive approach to publicity, and experience working creatively to engage a wide range of readers and communities, including those who are traditionally overlooked by the publishing industry
- Strong organizational skills, attention to detail and deadlines, and the ability to prioritize work.
- Strong written and verbal communication skills.
- Ability to work collaboratively and flexibly with our staff of nineteen and as part of a team.
- High level of comfort with Mac OS and Microsoft Office suite and other basic office technology.
- High level of comfort with media databases such as Cision, etc.

Preferred Skills and Experience

- Enthusiasm for and experience publicizing contemporary poetry and / or works in translation.
- The ability to speak another language is an asset but is not required.
- Graphic design experience with Adobe Photoshop, InDesign, or Canva.
- Previous experience with data entry, databases, and manipulating complex information.

Physical Demands

Must be able to perform the essential duties of the position with or without reasonable accommodation.

- Required to move about in an office environment and sit for extended periods of time.
- Frequent use of hands for data entry/keystrokes.
- Must be able to carry and lift boxes of books and other materials.

To Apply

Please submit a resume and cover letter addressed to Caroline Nitz, Director of Publicity, and Marisa Atkinson, Director of Marketing and Engagement via Submittable. Please also provide links to the publicity campaigns, author tours, or professional social media accounts you have worked on directly.

Applications will be accepted until September 12, and interviews will be conducted on a rolling basis until the position is filled. No phone calls please.

Graywolf Press is an equal opportunity employer committed to diversity. We welcome and encourage applicants of all races, ethnicities, gender and sexual identities, and disability statuses. To request an accommodation in the hiring process, please email access@graywolfpress.org.