

TITLE: <u>Promotion Assistant</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PN338</u>
UNION: <u>P&A Local 1979, UAW</u>	GRADE: <u>11</u>	EEO CODE: <u>30</u>
	FLSA: <u>Non-Exempt</u>	E-CLASS: <u>PN</u>

POSITION PURPOSE

Plan, develop and support promotion, direct mail and publicity campaigns in support of marketing sales and/or advertising of selected university products and programs.

ESSENTIAL JOB FUNCTIONS

- Develop and prepare promotion and direct mail pieces, i.e., subject, special seasonal and annual catalogs; brochures, flyers, etc. Research and write catalog copy; develop design and layout for printed materials; select illustrations and photographs; interface with external printers, freelancers, direct mail and postal services to support production and mailing of catalogs.
- Develop and execute publicity plans and events. Research internet sites, trade resource materials and databases to compile information and secure special material; interface with authors, outside media and industry professionals to inform and schedule events; solicit blurbs and promotional quotes, write press releases and prepare press kits; distribute page proofs. Coordinate seasonal publicity calls, book signings, media interviews and other events.
- Select and submit appropriate product information to trade and media publications and sales representatives. Maintain contact with reviewers, scholarly publications, media outlets and databases. Keep apprised of product information through publications, journals, newspapers and magazines. Catalog post-publication reviews and media hits.
- Represent the department at exhibit expositions and related external events; attend professional conferences and seminars to remain current with industry standards and new trends.
- Monitor direct mail postage costs and printing charges; submit appropriate university forms.
- Generate and execute online and social media plan for Press.
- Perform related work as assigned.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or an equivalent combination of education and/or experience.
- Some knowledge and experience of writing, editorial, design and proofreading skills.
- Some knowledge and experience in database management, and utilization of word processing and desktop publishing software applications.
- Some knowledge and experience in trade or scholarly publishing and major media publications.
- Ability to communicate effectively with others.
- Ability work independently as well as in a team situation.
- Strong organizational skills and the ability to meet established deadlines.
- Excellent oral and/or written communication skills.