

NEW HARBINGER PUBLICATIONS
JOB POSTING: Marketing Department

Job title: marketing copywriter

Full-time

Reports to: marketing manager

New Harbinger Publications, a leading publisher of self-help and psychology books, is looking for a marketing copywriter to join its Marketing team. New Harbinger is an established company that has been in business for nearly forty years. Our offices are located in Oakland, CA. Please visit our website at www.newharbinger.com to learn more about our company and the types of books we publish.

Job summary:

The marketing copywriter reports to the marketing manager for product & collateral and works closely with the Sales & Marketing team to develop all B2C and B2B sales and marketing copy, ensuring that copy accurately represents and promotes our books and other product lines, as well as our company mission statement. This job requires writing for multiple markets, SEO, and working in our Title Management/Firebrand database.

Responsibilities:

Writes all marketing and sales copy, including back of book cover copy, author biographies, seasonal tip sheets, copy for multiple seasonal catalogs (general consumer, trade, gift/spa, professional, and academic), website content, emails, ads, sell sheets, flyers, postcards, and special projects and collateral as needed. The marketing copywriter is also responsible for creating SEO copy for the website, including keyword research and meta descriptions.

Synthesizes raw book information and creates strong, focused marketing copy in order to sell and generate interest in our books

Reviews book manuscripts in order to write consumer-focused back cover copy that accurately reflects the book content

Strategizes and collaborates with marketing manager on positioning and tone, including strategic brainstorming and campaign development

Extensive interface with authors on back cover copy and author biographies

Edits book endorsements and ensures credentials match house style

Research, fact-checking, editing, and adherence to house style

Works with authors to develop and edit content for special ongoing eMarketing program

Interfaces with internal Sales & Marketing team, Production & Design, and Acquisitions team

Coordinates with outside proofreaders

Attends marketing meetings, seasonal book launch meetings, new title meetings, sales conferences, and book prelaunch meetings

Works within our Title Management/Firebrand database

Some administrative duties associated with the copywriting function and with support to the marketing manager

Qualifications:

3+ years professional copywriting and editing experience for print and web

Experience in SEO

Bachelor's degree in related field

Interest or degree in psychology

Ability to manage multiple projects simultaneously

Comfortable working under tight deadlines

Exceptional attention to detail, need for accuracy, and strong organizational skills

Strong Internet, fact checking, and research skills

Ability to work independently and in teams

Flexible and positive attitude

Proficiency in MS Office suite

Proficiency in Acumen and/or Firebrand a plus

New Harbinger Publications offers a competitive salary, excellent benefits package including medical, dental and vision coverage, 401k plan, Employee Stock Option Plan, paid vacation and sick leave, as well as a generous holiday schedule.

To apply:

Please email your cover letter, résumé, three writing samples, and salary requirements to Human Resources: HR@newharbinger.com

Please include “marketing copywriter” in the subject line of your email.

Please, no phone calls.

Equal Opportunity Employer