

## Online Marketing Assistant (Oakland, CA)

New Harbinger Publications Marketing department has an exciting opportunity for an Online Marketing Assistant. This position helps promote our books and eBooks to new and appropriate audiences. The Marketing Assistant helps develop marketing strategies for a wide range of New Harbinger titles ranging from mental health professional books to lifestyle, health and wellness titles.

The Online Marketing Assistant will:

1. Work with Marketing Manager to develop and execute consumer marketing strategies (online, print, social media, etc.)
2. Communicate new initiatives to departments and manage project development with the Marketing Manager
3. Create compelling online promotional materials and content, as well as create and maintain online marketing promotions and plans in SAP/Firebrand.
4. Seek innovative advertising opportunities and partnerships for maximum exposure of all New Harbinger titles
5. Form new relationships with premiere and niche websites
6. Establish and monitor the budget for ad campaigns
7. Manage and create email marketing messages for New Harbinger email programs
8. Inform the marketing team of the latest web technologies and new online opportunities

Please apply if you meet the following requirements:

- Bachelor's Degree in relevant field
- Strong written and verbal communication skills
- Excellent organization skills with the ability to juggle multiple priorities
- Superb attention to detail
- Proficiency in Microsoft office (Word, Excel, PowerPoint and Access)
- Knowledge of social media (Twitter, Facebook, etc.)
- Knowledge of Adobe InDesign, Photoshop, Illustrator and Dreamweaver preferred; SAP/Firebrand experience a plus
- Knowledge of Microsoft Access and Mac systems 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, and salary requirements to Human Resources:

[HR@newharbinger.com](mailto:HR@newharbinger.com)

Please include "online marketing assistant" in the subject line of your email.

Please, no phone calls.

Equal Opportunity Employer