



BRAND ACADEMY

Position

PROJECT MANAGER

Industry

BOOK PUBLISHING

Company Profile

SPORTS BOOKS

OBJECTIVE

The Project Manager will primarily be responsible for creating and maintaining detailed project plans and deliverables as well as coordinating all marketing and communications.

RESPONSIBILITIES

1. Project Management

- Creates and maintains detailed project plans for each title, based on the corresponding contract
- Performs a variety of project management tasks with emphasize on establishing timelines, reporting and evaluating project status and results
- Ensures the projects are delivered on time, within budget and per quality standards

2. Marketing & Communications

a) Marketing

- Performs the annual competitive audit
- Delivers the monthly competitive intelligence report
- Creates and coordinates the implementation of the pricing strategy
- Analyzes the market trend landscape on sports book publishing, assesses the marketing potential of new titles
- Performs the target analysis for each title in our portfolio
- Develops and coordinates the implementation of the annual marketing plan

b) Public Relations

- Responsible for all media relations (press release editing, news & articles, FAQs, jacket copy as needed)
- Responsible for all internal communications re. book publishing division



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c) Advertising

- Coordinates all advertising tactics (print, radio, TV, OOH)
- Effectively liaises and cooperates with the Creative Department

d) eMarketing

- Responsible for coordinating the continuous update and development of the book publishing website (including content editing)
- Research and development of new internet marketing opportunities
- Research and writing blog posts, social media posts, newsletter copy, targeted sales letters
- Contacts blogs and other media outlets for publicity opportunities

e) BTL

- Creates and organizes the launching event of each title
- Coordinates the presence of the book publishing division at various events (book fairs and exhibitions, major sporting events, etc.)

3. Development of external relations

- a) Constantly updates the book publishing database of customers, distributors and publicity contacts.
- b) Liaises with the National Library of Romania (BNR), obtains ISBN, CIP and assures their conformity with BT
- c) Establishes and maintains good working relations with all external parties like: distributors, major clients, professional associations, business partners
- d) Conducts internet research on potential new distributors

CANDIDATE PROFILE

- Exceptional English and Romanian proficiency (both written and spoken)
- Good writing skills, including the ability to write in a range of voice and styles for varied projects targeting diverse audiences
- Excellent presentation and communication skills, both written and verbal
- Excellent MS Office knowledge



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- Willing to take responsibility, to get things done at the highest quality, proactive and detail-obsessed
- Able to work under deadline pressure and extra hours if needed on specific assignments
- Creative, innovative and ambitious
- Strong business sense and high market sensitivity
- Able to act on his/her own initiative, self-starter with creativity to spare
- Strong interest in book publishing, new media and sports
- Previous experience in book publishing in a plus

