

Digital Coordinator, Hot Key Books & Red Lemon Press

Help us find new readers online!

Hot Key Books & Red Lemon Press, publishers of stand out fiction and non-fiction for young readers, are looking for a Digital Coordinator to join our dynamic, hard working team and work across both of our lists.

Owned by Bonnier Publishing, we have the ethos of an independent publishing house with the strong backing of a global media company. Hot Key Books launched last year, and has quickly come to be known for publishing innovative fiction, both print and digitally, with our third book, *Maggot Moon* winning the Costa Book Award, and many other titles shortlisted for major awards. We've also published three enhanced eBooks and completed one interactive Story Adventure along with establishing an ongoing online conversation with people who love books. Red Lemon Press, our non-fiction sister is set to launch this autumn and is already pushing the boundaries of combining smart print and digital with our free image recognition app to go with some of our launch titles.

As a company we are always looking for new things and new ways to reach people online (and in person!) and we now have a vacancy for our Digital Coordinator to continue to drive these relationships and help widen our reach through innovative digital products and online initiatives.

Responsibilities include:

- Planning our online activities, including our blogs and creative one off events. Our blog is a team effort, so as well as blogging yourself, you will be pitching and scheduling ideas for all team members to contribute.
- Organizing outreach into untapped consumer-based communities for the company and for our authors, through new and established platforms, forums, newsletters, etc. Setting measurement benchmarks and reporting on that progress.
- Reporting on trends, online and offline and attending industry and non-industry events to generate new ideas.
- Creating and managing digital assets, including eBooks, extracts, videos, audio files, downloads, interactive elements of digital products, supplying our digital files to retailers, managing relationships with our eBook distributors, etc
- Upkeep and book promotion via the Red Lemon Website (to launch

- summer 2013)
- Helping to manage and creating content for the Story Adventures and other online initiatives when running

Ideal candidate:

This role would suit someone who can demonstrate excellent content creation and online technical skills, and someone who can be proactive and problem solve. You should be familiar with community management principles and a self-starter. Diplomacy and passion for the children's publishing market are required, but experience within publishing is not necessary. You should be able to show some experience in children's, young adult or student media, a digital environment or something similar, but that could have been while studying.

Skills:

Multi-tasking. Mediation and diplomacy. Idea generation. Writing. Scheduling. Photoshop or InDesign. Video creation and editing software. Basic HTML and knowledge of ebook platforms and formats is desirable.

Role reporting:

Mirroring the way our teams work together, this role will report on a 50/50 split between editorial and marketing, reporting to both Sara O'Connor, Editorial Director of Print & Digital, and Sarah Benton, Head of Marketing.

Application process:

Please apply with cover letter, CV and most importantly links to online content you've created for work or for fun with explanation of your involvement and the project to sarah.benton@hotkeybooks.com by 19th June 2013.