



6 Bell Yard
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Marketing Executive

Reporting to: Head of Brand & Consumer Marketing

Salary: £30,000 - £32,000

Place of work: 6 Bell Yard, London. This is a full-time office-based role, working on a hybrid model, with currently a minimum of three days in the office per week. In-office training will be required during the initial four weeks.

Key Responsibilities:

Reporting to the Head of Brand & Consumer Marketing and working within a small, collaborative team, the Marketing Executive is responsible for supporting the successful delivery of the Books Are My Bag consumer marketing programme and related campaigns. The role is focused on:

- Delivering engaging consumer marketing campaigns that support bookshops and the wider bookselling community.
- Managing day-to-day social media activity and audience engagement across the Books Are My Bag channels.
- Supporting the planning and delivery of major annual campaigns and awards.
- Producing high-quality communications for booksellers, publishers and industry stakeholders.
- Maintaining campaign websites and marketing materials.
- Providing efficient marketing administration to ensure the smooth delivery of campaigns, publications and events.

Specific Responsibilities:

- Day-to-day management of the Books Are My Bag social media channels, including scheduling, publishing, monitoring engagement, responding to enquiries and producing performance reports.
- Provide administration for the Booksellers Association member shop, including monitoring stock levels, reordering merchandise, responding to member enquiries and liaising closely with the Finance team.
- Support the planning and delivery of Books Are My Bag campaigns including Independent Bookshop Week, Bookshop Day, and Irish Book Week
- Compile, produce and distribute Books Are My Bag newsletters for booksellers, ensuring communications are accurate, engaging and delivered on schedule.
- Produce regular trade newsletters for publishers and industry contacts, including the fortnightly Books Are My Bag publisher updates and monthly stakeholder communications.
- Update and maintain Books Are My Bag presentations and promotional materials for publishers and industry partners.

- Maintain and update campaign content across the Booksellers Association and Books Are My Bag websites, ensuring information remains current and engaging.
- Produce campaign review reports and presentations, analysing performance and highlighting key successes and insights.
- Provide administrative support for the Nero Book Awards, including logging submissions, checking eligibility, communicating with publishers and coordinating book distribution.
- Working with the Marketing Manager, coordinate the Indie Book of the Month programme, including distributing books, liaising with booksellers, recruiting judging panel members, organising meetings and providing general administrative support.
- Support the administration of the Indie Book Awards, including coordinating book mailings, preparing judging materials, booking meeting rooms, arranging technology requirements and organising hospitality.
- Support the production of the Christmas and Summer catalogues, assisting with bookseller orders, coordinating overprints, proof-reading materials and responding to enquiries.
- Provide administrative and proof-reading support for *Booktime* magazine, working closely with the Consumer Publications Editor.
- Monitor and respond to marketing enquiries received via email, websites and social media channels.
- Provide copywriting and proof-reading support across the wider Marketing team as required.
- Undertake other duties appropriate to the role as required, recognising the needs of a small, collaborative organisation.

Skills & Experience - Required

- Excellent written and verbal communication skills.
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Excellent attention to detail and proof-reading skills.
- Experience managing social media platforms and creating engaging digital content.
- Experience of producing newsletters or marketing communications.
- Confidence working with Microsoft Office applications, particularly Excel, Word and PowerPoint.
- Strong customer service skills and a commitment to providing an excellent experience for members and stakeholders.
- Ability to work independently whilst contributing positively within a small team.

Skills & Experience - Desirable

- Experience using email marketing platforms.
- Experience updating website content using a content management system.
- Knowledge of social media analytics and reporting.
- Experience supporting marketing campaigns, events or awards programmes.
- A strong interest in books, publishing or the wider cultural sector.
- Relevant qualifications and/or experience in marketing, communications or a related discipline.



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About the Booksellers Association

The Booksellers Association is the membership organisation for booksellers in the UK and Ireland and represents over 95% of booksellers. The Booksellers Association exists to advocate for, support, advise and work with its members to provide business-critical products and services for booksellers.

These include National Book Tokens, the gift card for book lovers; Batch, the award-winning EPOS, stock management and payments service; a full range of money-saving affinity deals; a free Business Support Helpline; Booktime magazine; government lobbying and representation work across the nations and regions; networking opportunities and events; and Books Are My Bag, the consumer-facing campaign which includes Indie Book of the Month, Independent Bookshop Week, Bookshop Day, the Books Are My Bag Readers Awards, Christmas Books, Summer Books and more.

How to apply

To apply, please send your CV and a covering letter to jobs@booksellers.org.uk explaining why you're interested in the role and what you could bring to the Booksellers Association. As this is a communications role where excellent writing skills are essential, we encourage you to write your covering letter in your own words rather than relying on AI-generated content. We want to understand your individual writing style, ideas and motivation.