

## BOOKMARK EDITOR JOB SPECIFICATION

### **STRATEGY:**

To employ a person or agency with an interest in books and the book industry to achieve the strategic objectives and operational needs of The SA Booksellers Association, specifically relating to SABA publications (print and digital), press and public relations, social media and building the value in SABA for members, through clever utilization of a print / digital strategy, consolidation, development and categorization of marketing databases, strengthening ties with industry role-players such as PASA, LIASA, NLSA; and attending certain meetings of SABA and other industry related bodies.

This job will be assisted by the National Office Manager who is employed on a full-time basis and delegated Exco members where required.

### **PLACE OF WORK AND HOURS:**

Due to the nature of the work there is no fixed place of work and work hours are flexible.

### **SKILLS REQUIRED:**

Applicants must

- Have a good grasp of English
- Be comfortable negotiating at CEO level
- Be a good writer
- Be a confident editor
- Be able to do advertising sales
- Be a good general Public Relations and Press Officer
- Be proficient at Social Media
- Have a good working knowledge of Wordpress
- Have experience with Mailchimp and Smsportal or similar products
- Have a passion for books and be interested in the book industry

### **WEBSITE:**

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The SA Booksellers Association website ([www.sabooksellers.com](http://www.sabooksellers.com)) is a great asset to the organization. It is a wordpress website.

The blog section of the website site should be updated regularly as it is an excellent news source for the local industry. In depth feature articles are posted monthly / quarterly, and local and international content must be linked in from other sources.

The SA Booksellers website receives on average 2500 visits per month. It should be made more attractive for repeat visitors with competitions, book reviews, job adverts and other items such as 'bookshop of the month' and affiliate links to e-retail members to raise revenue.

Bookmark is posted digitally on the website and in-depth articles are posted as blog posts.

The website should be reviewed and updated on an annual basis. Consideration should be given to new member services on the website and how to make it more attractive for the general book industry.

#### BOOKMARK:

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Quarterly A4, full colour, 28+ page magazine. Print run 1,500 – 2,100.

Bookmark needs a refresh with increased focus on advertising sales, distribution, relevance for the various sectors in the book trade i.e. trade, education, academic, library supply and e-books.

Publishers and other potential advertisers should be approached to advertise in the magazine on a quarterly / annual basis. The approach to advertisers must be broadened to include allied industries.

Industry meetings must be attended and key industry players must be approached for input / articles / opinions on topical issues pertaining to the industry.

Bookmark is a trade magazine but better understanding of the split between trade subscribers and consumers is needed.

#### DIGITAL NEWSLETTER

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This newsletter is distributed to a database of over 2,000 people including publishers, booksellers, education departments and librarians. The newsletter is distributed through Mailchimp and content is sourced through Bookmark and other local and foreign industry publications.

#### SOCIAL MEDIA

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Control SABA social media platforms and grow the impact thereof.

#### REMUNERATION / QUERIES

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Contact [saba@sabooksellers.com](mailto:saba@sabooksellers.com) or [jferreira@caxtonbooks.co.za](mailto:jferreira@caxtonbooks.co.za) in confidence with any queries about this employment opportunity.