



Job Title : Author Marketing Associate

Job Code : 7262017

Aptara is the market leader in content transformation services with more than 5000 employees worldwide. Aptara's document transformation, Publishing Services and Content technology practice serves top publishers and fortune 1000 customers with digital content, web and computer based course ware development, interactive/enhanced eBooks, custom web portals, iOS and android apps and custom content and learning management system implementations.

The Author Marketing Associate will be responsible for performing research, synthesizing data, and writing market analysis reports for book authors in Aptara's Author Marketing Services platform. Specifically, the Author Marketing Associate will research the demographic, geographic, and consumer buying patterns of an author's target audience, from which the Author Marketing Associate will author and deliver a detailed report containing marketing strategy recommendations to the client author.

The role is based in Aptara's Falls Church, Virginia office. No travel is required. Compensation is \$22-\$25 per hour.

Responsibilities:

- Responsible for performing market research utilizing a variety of marketing tools including Google analytics, Twitter Audience Insights, Facebook Audience Insights, and others (no experience using these tools is required).
- Synthesizing data gathered from a wide variety of sources in order to understand the profile of potential audience members, when and where to reach audience members, and what messaging will be most effective in converting audience members to book buyers.
- Extracting actionable recommendations for marketing strategy from the market research performed.
- Writing market analysis reports containing data, synthesis, and recommendations.

Qualifications:

- BA/BS in Marketing, Economics, English, Journalism, or a related field.
- Demonstrated ability to research and synthesize information and make recommendations through a compelling writing sample.
- Ability to think creatively about marketing strategy recommendations based on gathered data and information.
- Ability to interact professionally with staff at major trade book publishers and literary agencies.
- Demonstrated interest in the book publishing industry and passion for books is preferred.

Interested candidates are asked to submit a cover letter, CV, and a non-fiction, research based writing sample to Joshua Schwartz at joshua.schwartz@aptaracorp.com.