



# SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

**Position:** Manager, Book Publicity & Marketing

**Supervisor:** Vanessa Bullwinkle, Sr. Director, Communications & Marketing

**Location:** Flexible within Canada (Remote)

**Status:** Full Time, Exempt from Overtime, Fixed Term (through March 31, 2022)

*Possibility for extension depending on funding and performance*

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At the Sustainable Forestry Initiative® Inc. (SFI), we believe that sustainable forests are critical to our collective future. SFI® is a sustainability leader through our work in **standards, conservation, community, and education**. As an independent, non-profit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally.

SFI's Education pillar (department) operates an award-winning environmental education program that advances environmental literacy, stewardship and career pathways using trees and forests as windows on the world. The education program offers a wide range of fun and engaging activities, suitable for all ages and settings, to help teach youth about trees and forests. We also provide high-quality professional development and multi-disciplinary supplemental curriculum correlated to academic standards to help teachers integrate teaching about the environment into their lesson plans and become comfortable teaching outdoors. The program supports getting youth into nature in ways that are meaningful, that inspire them to become environmental stewards, and that introduce them to forest and conservation careers.

The Education pillar has published a collection of books for PreK-12 educators and recently released *Explore Your Environment: K-8 Activity Guide*, a comprehensive new resource for teachers and nonformal educators to connect children to nature and increase their knowledge and understanding about the environment. In early 2022, the Education pillar will launch a new consumer-facing product line with the publication of *Discover Nature*, consisting of an adult leader guide of fun, easy-to-do activities for families and friends to do with kids, and accompanying nature journal for kids to record their field observations.

The Manager, Book Publicity & Marketing will help create and manage targeted marketing and publicity campaigns. They will help formulate and execute public relations campaigns to create positive buzz surrounding the launch of *Discover Nature*. They will work in conjunction with SFI's Education Products manager and editorial team, Marketing, Communications and creative teams and (TBD) a PR agency.

This position is funded through support from the Science and Technology Internship Program (Green Jobs). The internship opportunity may range from 6-9 months based on experience and qualifications, and must end by March 31, 2022.

## **ESSENTIAL JOB FUNCTIONS:**

Plan and execute book launch, publicity campaigns and events for earned promotions and help implement marketing and advertising strategies to generate book sales.

- Manage pre-publication reviews and publicity; build relationships and compile title-appropriate review mailing lists.
- Develop and write press releases, pitch letters, title information sheets; put together informative press kits.
- Pitch titles to members of the media, parenting magazines, bloggers, etc. to generate media coverage.
- Manage social media campaigns, research Q&A and op-ed opportunities.
- Make connections and collaborate with influencers for user generated content to use in marketing.
- Craft promotional messaging and assist with creation of marketing materials, such as galleys, promotional videos, postcard mailings to bookstores, social media content, blogs and articles for newsletters, etc.

- Seek out opportunities to present titles; pitch titles to event coordinators; organize interviews or virtual speaking engagements for staff.
- Lead the planning for a presence at book fairs, literary festivals, trade shows and other promotional events; attend and represent PLT as appropriate.
- Research and engage with online communities and book clubs, such as Edelweiss Community and Goodreads
- Conduct market research as needed and report back on your findings.
- Promote backlist titles on an ongoing basis.
- Analyze the impact of our publicity strategy and make adjustments where necessary.

**ELIGIBILITY REQUIREMENTS:**

This position is funded partly through support from Natural Resources Canada’s Science and Technology Internship Program (Green Jobs). To be eligible for this internship, candidates must:

- Be between 15-30 years old at the start of employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

**EDUCATION/EXPERIENCE REQUIREMENTS:**

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.
- Two years of marketing or public relations experience working on book publicity, preferably in children’s books and/or education genres.

**QUALIFICATIONS/PERSONAL CHARACTERISTICS:**

- Previous marketing or public relations experience, such as planning and implementing publicity campaigns.
- Experience working with social media in a professional capacity.
- Strong written and verbal communication skills.
- Strong organizational skills, attention to detail, and the ability to effectively plan and prioritize work, and meet deadlines.
- Ability to act both independently and work cooperatively and flexibly as part of a team.
- A professional, positive and friendly attitude and high energy.
- Creative, results-driven mindset.
- Proficiency with Microsoft Office suite.
- Graphic design experience with Adobe Photoshop and/or InDesign is a plus.
- Experience in the forestry or natural resources sectors a plus.

**HOW TO APPLY**

To apply for this position, email a resume and cover letter to the attention of VANESSA BULLWINKLE, at careers@forests.org. Subject line should say “Application: MANAGER, BOOK PUBLICITY & MARKETING”. Applications will be accepted until August 16, 2021 or until the position is filled.

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SFI Inc. is proud to provide our employees with a collaborative, dynamic, and rewarding professional experience, with a competitive compensation and benefits package and growth opportunities. We are committed to creating a diverse environment and being an equal opportunity employer. Our team represents a broad range of cultures, education, disciplines, and work and life experiences, and we strive to leverage these differences in our daily work. We will not discriminate against any employee or applicant on the basis of race, color, national origin, religion, age, gender, gender identity or expression, sexual orientation, disability, or any other protected characteristic. We believe in creating an empowered and supportive team that is committed to advancing sustainability through forest-focused collaborations. Learn more about [SFI Staff Culture](#).