

# ALBERT WHITMAN & COMPANY

*Publishing award-winning children's books since 1919*

## Marketing Intern

The Marketing department accepts applications for internships on a semi-annual basis. Internships can be for credit or job training. (\$10 per hour and/or credit for 10 hours per week)

### **Skills Needed:**

The ideal candidate will be highly motivated and have a keen interest in marketing and books. Experience in online marketing and social media is preferred, though not necessarily required. A strong writing background and interest in publishing is required. Experience in advertising, publicity, or promotions is a plus. Preference will be given to candidates majoring in publishing, journalism, marketing, or public relations. Proficiency in Microsoft Office Suite, especially Excel is highly recommended. Experience with Emma, Constant Contact, or Mail Chimp is a bonus!

### **Projects and Responsibilities May Include:**

- Assisting social media coordinator with networking accounts, assessing campaign metrics, and compiling results
- Researching metrics and site traffic to assist in building blog outreach lists
- Writing copy for advertisements, publicity pitches, retailer and wholesaler campaigns, blog posts, seasonal catalogs, and other outreach vehicles
- Working closely with Marketing Manager and Albert Whitman staff to form and execute PR strategies for social media, print, and electronic media outlets
- Working with authors and illustrators to enhance their social media presence
- Compiling marketing data and managing databases, including the Boxcar Children Fan Club database, trade show leads, and company newsletter list

### **Learning Objectives:**

- Conception, development, and implementation of effective marketing campaigns and strategies
- Management of a project from concept to completion
- Gain understanding of the book publishing process
- Gain understanding of the children's book marketplace

Position is located in Park Ridge, IL (near many public transportation options, including Metra)

Send resume and cover letter to HR @albertwhitman.com

### *About the company*

Albert Whitman & Company has been publishing award-winning children's books since 1919. Best known for the classic series The Boxcar Children Mysteries, its highly praised picture books, novels and nonfiction titles succeed in delighting and reaching out to teens of all backgrounds and experiences. Albert Whitman's special interest books treat their readers in caring and respectful manner, helping them grow intellectually and emotionally.