

INPRINT MARKETING ASSOCIATE

Inprint seeks a highly motivated, dynamic, team-oriented Marketing Associate to handle media relations; enhance organizational branding; and conduct online, print, and broadcast marketing, in connection with Inprint's programming and development activities.

The ideal candidate will be a strategic and critical thinker, capable of handling several tasks simultaneously, detail oriented and organized, have impeccable oral and written communication skills, and is someone who takes initiative but can also follow directions carefully. The candidate must be proficient in MS Word, PowerPoint, Excel, social media platforms; website management and e-marketing experience is preferred but training can be provided. We seek a creative individual who wants to be part of a hard-working, committed team working in a collaborative, friendly, efficient office. Candidates must be passionate about the literary arts and able to communicate this passion to diverse segments of the community. Work in a literary or nonprofit organization is a plus; candidates should have 1-3 years of work experience. Responsibilities include:

Media Relations:

- Pitch stories to key media outlets about Inprint—specifically the Inprint Margaret Root Brown Reading Series, *Cool Brains!* Inprint Readings for Young People, and the Inprint Poets & Writers Ball—meeting press deadlines, coordinating interviews for visiting authors, responding to media requests and providing post-event follow-up, writing and distributing press releases, maintaining relations with media members, and exploring new media outlets to develop relationships
- Manage all ad contracts with print, broadcast, and digital media outlets, including scheduling, writing, and submitting all ads

Online Activities:

- Oversee the Inprint website and online offerings, including writing and updating content on website, setting and scheduling online ticketing and workshop registration, maintaining the Inprint Online Archives page working with videographer, managing the Inprint blog with guest bloggers, working with graphic designers to keep technology of website updated and meeting organizational needs, uploading podcast episodes, and strategizing ways of expanding scope of site
- Write, edit, schedule, and send out all eblasts, as well as maintain email database
- Manage Inprint's social media presence, including posting regularly and strategizing ways to increase public awareness of the organization
- Post Inprint events on online community calendars
- Monitor online analytics of website, social media, video archive, and podcast for grant and Board reports when needed

Programs:

- Market all Inprint programs, collaborations, fundraising events, and cross promotions, liaising with authors, publicists, and collaborative partners to secure photos, bios, and logos, and ensuring that Inprint's brand identity is maintained
- Create post-event publicity packets to share with publicists
- Assist in running all events, securing and coordinating with photographer and videographer when needed

Printed Materials:

- Oversee development, proofing process, printing, and distribution of Inprint materials including, community workshop anthologies, brochures, posters, bookmarks, flyers, e-flyers, eblast ads, Inprint Poets & Writers Ball invitation, program, menu, stationery, and other items with Inprint's graphic designer and Associate Director
- Create marketing and PR packets, simple flyers, and informational documents

Development:

- Manage donors' logo and name usage on online and printed materials
- Assist in drafting grant final reports

Other:

- Staff all program and fundraising events
- Manage online photo archive and print and digital archive of clippings
- Write marketing highlights for Board reports and take minutes at Executive and Board meetings
- Proofread outgoing materials
- Other duties as needed

About Inprint

A nonprofit organization founded in 1983, the mission of Inprint is to inspire readers and writers in Houston. Focusing fiction, poetry, and creative nonfiction and serving more than 15,000 people annually, Inprint has helped to transform Houston into a diverse and thriving literary metropolis where creativity is celebrated and Houstonians come together to engage with the written word.

- Thousands of individuals of all ages meet and hear from the world's most accomplished writers through the Inprint Margaret Root Brown Reading Series and *Cool Brains!* Inprint Readings for Young People, which puts hundreds of books directly into children's hands.
- Inprint writing workshops for the general public and tuition-free community workshops for school teachers, senior citizens, healthcare providers, veterans, the incarcerated, and others help individuals of all backgrounds to become better writers and share their stories.
- The Inprint Poetry Buskers, armed with typewriters, write poems on demand and increase appreciation for poetry in communities throughout the city.
- *Ink Well*, a podcast presented by Inprint and Tintero Projects, showcases emerging and established writers.
- Inprint has provided, since 1983, more than \$4 million in fellowships and prizes to graduate students at the UH Creative Writing Program, enabling 500+ of the nation's top emerging writers to impact communities through writing, teaching, outreach programs, and more.
- Inprint's collaborations with other institutions, serving as host for local literary events, and support of writers throughout the years have resulted in a blossoming of workshops, readings, and grassroots literary initiatives across and beyond Houston.

The position is full-time. Benefits include three weeks' vacation plus holidays, medical/dental insurance, retirement plan, and a flexible and pleasant work environment. Some evening and weekend work required.

To apply, submit résumé, cover letter, and a writing sample by email (no phone calls, please) to hr@inprinthouston.org. The optimal start date is early to mid April.

Inprint is a 501(c)(3) nonprofit organization and an equal opportunity employer that values workplace diversity.