

Freelance Book Marketing Specialist

Contract: Freelance, 20 weeks

Rate: £20 per hour

Hours: 5 per week; Flexible, to be agreed

Location: Remote

We are a small independent publisher with a carefully curated catalogue of fewer than 20 books. We are looking for an experienced, creative and commercially minded book marketer to deliver a focused 20-week campaign that raises the profile of our titles, reaches new readers and supports sustainable sales growth.

The Role

- Develop and deliver a practical, results-focused marketing strategy for our full catalogue.
- Plan targeted campaigns across social media, email, digital advertising, publicity, online retailers and reader communities.
- Define the positioning, key audiences and strongest promotional opportunities for each title.
- Create compelling campaign content and coordinate promotional activity with authors where appropriate.
- Identify partnerships, media opportunities and cost-effective ways to extend our reach.
- Monitor performance, manage activity within agreed budgets and provide clear progress updates and recommendations.

About You

- You have proven experience marketing books and can demonstrate the impact of your campaigns.
- You understand book buyers, online retailers, social platforms, publicity and reader engagement.

- You can work independently, set priorities and turn creative ideas into measurable activity.
- You are an excellent communicator with strong organisational and reporting skills.
- You are resourceful and confident delivering effective marketing for a small press with a focused catalogue and budget.

How to Apply

Ready to help distinctive books find more readers? Please send your CV or portfolio, a brief introduction outlining your relevant book-marketing experience, and two or three examples of successful campaigns, including measurable results where possible. Please also include a short proposal explaining how you would prioritise and promote a catalogue of fewer than 20 titles over 20 weeks, confirm your availability, and provide contact details for one relevant referee. Shortlisted applicants will be invited to discuss their experience, ideas and proposed approach.