



Director of PR & Marketing
Cambridge, MA

Position Overview:

Working collaboratively with our small, passionate and energetic global team, this position is responsible for creating awareness of the Barefoot Books mission and products internationally, for executing high-impact creative ideas designed to generate strong positive press coverage and presence within key social media outlets, for developing and converting leads for our long-tail sales channels, and for creating and nurturing engagement with our brand and products.

If you are excited at the prospect of making a major impact in a community dedicated to raising the next generation of compassionate, global citizens, we'd love to hear from you.

What You'll Do:

- Develop and implement a strategy to drive brand awareness and expand our long-tail channels (the people in our paid membership club, our community of home-based booksellers, retailers, educators, schools and non-profits);
- Create and execute campaigns, incentives, promotions and events, to engage these channels to maximize sales conversion;
- Understand key performance indicators, analyze results and iterate accordingly;
- Ensure that our overall brand messaging is delivered in a clear, consistent and compelling way across all outbound communications;
- Provide strategic direction for seasonal marketing campaigns for all sales channels based on knowledge of market forces, revenue streams and new product releases;
- Leverage existing and create new strategic partnerships to increase brand exposure;
- Create and maintain ongoing relationships with media contacts, influential bloggers, and influencers in the children's publishing space to foster a positive image/strong brand exposure;
- Drive lead title coverage and reviews across key trade, consumer and educational media;
- Leverage our digital assets (audio, animations, apps, blog, etc.) as part of an overall digital marketing, social media and communications strategy;
- Expand ongoing social media initiatives with ultimate goal of growing members through increased engagement and awareness;
- Stay current on new and emerging social media/communities and best practices in social media marketing to identify opportunities for engagement;
- Write and distribute press releases for product and company news announcements;
- Contribute to the creation of collateral, website copy and external email communications for initiatives across the company;
- Supervise day-to-day media relations and other publicity-related inquiries;
- Manage an annual marketing budget to raise awareness for company's mission, brand and key products and also drive revenue.





Qualifications:

- 7+ years of progressive marketing and PR experience in a management or leadership role; 2+ years related to publishing and/or programs focused on core Barefoot Books audience (parents, librarians, educators);
- Track record developing and executing both traditional outbound and digital inbound, analytics-based, marketing strategies;
- Demonstrated experience creating and executing PR strategies to drive brand awareness and top of the funnel leads;
- Deep knowledge of social media and experience developing and implementing successful social media marketing programs;
- Collaborative, energetic and empathetic leadership style with the drive, ambition and ability to motivate and engage a community to achieve results;
- Highly organized, strong attention to detail, self-directed, ability to manage multiple projects and reprioritize quickly in a fast-paced environment;
- Exceptional writing skills across media (press releases, online/social media copy, email marketing, etc.);
- Creative and strategic, “out-of-the-box” thinker who thrives in an innovative, collaborative, entrepreneurial environment;
- Experience working in children’s publishing, education or media, a plus;
- Passion, drive and belief in Barefoot’s mission.

About Us:

“The standard for excellence in children’s books” — *Forbes*

Founded in England in 1992, we are an award-winning, independent children’s publisher based in Cambridge, MA with a mission to share stories, connect families and inspire children. In 2017, we were named by Forbes as one of the [25 Best Small Companies in America](#).

We have created more than 600 books, spoken word stories, music, animations, characters, puzzles and games that open children’s hearts and minds to our wonderfully diverse world. Our first app, [Barefoot World Atlas](#), has had 4 million+ downloads and was selected by Apple as one of their top 10 apps of all time. Our [YouTube channel](#) has over 130 million views.

However, our proudest accomplishment is to have put over 20 million books into the hands of children around the world. Renowned for our pioneering approach to creating and marketing high-quality, diverse and inclusive children’s books, as well as our colorful, collaborative and fun working culture, we have laid the foundations to grow Barefoot into a timeless global family brand for the very best children’s content. See our [Barefoot Manifesto here](#).

Please send cover letter and resumé to Nancy Traversy, CEO and Co-founder,
nancy.traversy@barefootbooks.com.

