



## **Position Description**

### **Product Marketing Intern**

Cambridge, MA

Are you passionate about children's books? Then come intern with us!

Barefoot Books' Product Team is looking for an enthusiastic, hard-working, detail-oriented individual with excellent copywriting skills and an interest in every aspect of the children's book business. Reporting to the Product Marketing Manager and collaborating with the product, marketing, sales and operations teams, the Product Marketing Intern will get a rare first-hand look inside children's book publishing from a wide range of perspectives, while building valuable skills and helping put good books in kids' hands!

### **What you'll do:**

The Product Marketing Intern will gain marketable experience across a wide range of tasks:

- Assisting with regular website, online store and Edelweiss maintenance and updates;
- Supporting metadata organization and maintenance; complete product data entry, as needed;
- Supporting b2b and b2c marketing efforts by pulling and cleaning email lists, building ecampaigns, and tracking conversions;
- Copyediting and proofreading product marketing and publicity copy, as needed;
- Supporting key publicity functions, such as researching publicity contacts, drafting cover letters, mailing sample copies to reviewers and awards committees, and updating the review database;
- Collaborating on the creation of activities, videos, and discussion guides to support our product offer, as needed;
- Assisting with various product-related projects, as needed.

### **We're looking for someone with:**

- HTML, Excel, and content management system experience
- Strong marketing copywriting, editing and proofreading skills for both print and online media; a flexible writing style that can adjust to speak effectively to different audiences
- An ability to self-start, thrive, and work independently in a fast-paced, entrepreneurial environment a must
- A flexible work style with strong time-management and collaboration skills



- A sharp eye for detail
- Familiarity with Constant Contact or another email marketing platform a plus
- An understanding of children's literacy development and / or experience working with young children a plus
- An interest in go-to-market strategy, ecommerce and buyer behavior, metadata, publicity, children's book awards, and trends in children's literature desirable
- A positive attitude and an infectious excitement for children's books!

## To apply:

This is an unpaid, part-time position from mid- or late May through mid- or late August; availability 2 days a week 9am-5pm strongly preferred (16 hours/week. We can offer college credit as well as recommendations.

To apply, please email your resume, cover letter, and 3 writing samples (preferably 2 non-academic pieces, such as a blog post or press release; plus 1 persuasive academic essay) by Friday, April 5, 2019, to:

Elaine Stone | Product Marketing Manager  
elaine.stone@barefootbooks.com

## 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](#).

