

Job Posting / Ad:

Publicist, Trade & Online Nolo seeks to hire a Publicist for Trade and Online PR.

Nolo, the nation's leading provider of self-help legal, business and consumer information is looking for a Publicist for Trade & Online PR. Our offices in West Berkeley are filled with nice people who work together to make the law more accessible to everyone by providing legal information on the web, in books and software and with online applications. We are seeking someone with excellent writing, editing and media interview skills and experience with online publicity channels as well as media and author relations.

Overall responsibilities for this position: Raise Nolo's public profile and publicize Nolo products, including books, software, and Nolo.com online forms. Build and maintain relationships with reporters, columnists, editorial writers, news show producers, library media, and online and social media contacts who cover personal finance, small business, and legal issues. Manage author relations. Plan and write press materials.

Duties for this position include, but are not limited to:

- Field in-bound media calls, emails, and other communications.
- Develop and execute plans that drive viral/word-of-mouth growth on blogs, e-mail discussion groups, e-zines, newsgroups, email newsletters, social media sites, and web-based bulletin boards.
- Build and manage a Nolo public relations mini-site, blog, or online press room.
- Write press releases.
- Build, manage and summarize a database of corporate information, author questionnaires, and media hits.
- Work with editorial team to manage Nolo author blogs and author detail pages on e-retail sites.
- Manage PR mailings, including press releases, e-galleys and/or Advance Reader Copies for new title releases, promote library events, and manage author interview engagements.
- Manage media database (Cision/Bacon's) and clipping services

Qualifications:

- Excellent writing/editing/media interview skills. Familiarity with *The Chicago Manual of Style* and *The AP Stylebook* is a plus.
- Excellent organizational, project management and presentation skills.
- Knowledge of search engines, and Search Engine Optimization (SEO), including an understanding of search engine ranking factors and algorithms required. Excellent internet research skills.
- Ability to develop and maintain rapport with media contacts, editors and online partners, primarily through electronic communications.
- Proficiency in MS Office (MS Excel, MS Word, MS PowerPoint), and basic MS Windows and media file applications required.
- B.A or B.S. required; degree in journalism, media communications or other related field a plus.
- 3-5 years relevant work background for working in issues-oriented publishing industry, media relations, public relations, or online marketing.
- Passing score on writing test and copyediting test, administered at time of interview.
- Ability to travel, hold valid driver's license.

Salary range forty-thousand dollars to fifty-thousand dollars annually, DOE, with health insurance, 3 weeks paid vacation, paid holidays, and a convivial work atmosphere.

How to apply:

- E-mail ONLY. Please email a cover letter and résumé to jobs@nolo.com. Responses will be accepted through 04/02/2010.

IMPORTANT:

- E-mail, please put ONLY the job title in the subject line, and send your cover letter and resume ONLY as MS Word attachments or as an Adobe .PDF file. (Please do not send Wordperfect .WPD or other format documents)
- No phone calls will be accepted. Please DO NOT call or e-mail to see if your resume was received. When you respond by e-mail, have your email program send you a delivery receipt.
- Please include your phone number, mailing address and email address. We will contact you if we decide to pursue your application, but not otherwise.