



## Internship Opportunity

Job Title: Marketing/Public Relations/Social Media

Job Location: NYC/SoCal/Minneapolis, MN/North Shore Boston, MA

Summary:

We love making great books and more than 400 people across the world help Quarto succeed in doing this. We have more than 20 offices in five countries and publish our books in many more. The Quarto brand is built upon our people and their creative talents. It is our people who give Quarto its heart and who shape our culture and create our many wonderful books.

The Quarto Group creates and publishes illustrated books in North America and sells co-editions of them internationally. Fifteen imprints comprise the division: Book Sales, Burgess Lea Press, Cool Springs Press, Creative Publishing international, Fair Winds Press, Harvard Common Press, Moondance Press, Motorbooks, Publishing Services Group, Quarry Books, QDS, Quiver, Race Point Publishing, Rock Point Gift & Stationery, Rockport Publishers, Voyageur Press, Walter Foster Publishing, Walter Foster Jr., becker&mayer!, Seagrass and Zenith Press. Subject categories include home improvement, gardening, practical arts and crafts, licensed children's books, transportation, graphic arts, food and drink, sports, military history, Americana, health and body, lifestyle, pets, and music. Our four main offices are in SoCal, Minneapolis, MN, New York City, NY, Seattle, WA and North Shore of Boston. See more at: <http://www.quartoknows.com/division/Quarto-Publishing-Group-USA/#sthash.XiweT4bW.dpuf>!

Our internship programs are designed to provide students with an opportunity to integrate real-world experience at an established publisher with their chosen academic program. Currently we are seeking a Marketing Intern in **all four offices** (above) who would engage in any number of the following activities:

- Writing marketing copy for various audiences
- Proofreading and editing copy
- Writing press releases, setting up press kits
- Shipping media packages to press and bloggers
- Maintaining the press database
- Shipping books to reviewers
- Attending marketing meetings to ensure marketing goals and vision are aligned with publishing schedules and corporate goals
- Attending author conference calls
- Contribute to QPG USA social media (Facebook, Twitter, Pinterest, Instagram and more)
- Assist authors with their own social media with respect to our books
- Contribute to learning and developing best practices for marketing departments including brand messaging, market segments, target markets etc.



- Creating and/or running reports
- Analyzing success of certain programs

Interns must be in their Junior or Senior year of school, should have a relevant major and an understanding of the tools necessary to perform the above functions (such as Microsoft Office, social media platforms/trends.) The intern must be able to be in the office at least 2-3 days per week. The hours can vary and can be adapted to the requirements of your school's internship program. Each intern will be partnered with an on-site mentor.

This posting is for a for-credit internship and is therefore unpaid. If you are not sure whether your school offers for credit opportunities, please feel free to forward contact information to us and we will be glad to try to work with your career office. Please send your resume to [careersusa@quarto.com](mailto:careersusa@quarto.com) for consideration.