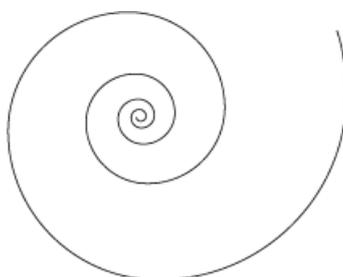




Spiracle Audiobooks: Head of Digital Marketing

Jobs - Publishing Wednesday, 4th August 2021

Spiracle is seeking a marketing person, specialising in digital and social media, to lead this vital part of a new online enterprise. We are a small team and will welcome a talented colleague to bring a mix of strategy, planning, management and hands-on doing.



Spiracle

The right candidate will be skilled in e-marketing and e-commerce; enjoy literary books, writing and publishing. S/he will have current contacts and working tools and be able to draw on the skills and abilities of the Spiracle team to make the most of what we already have, directing the marketing programme in a clear, dynamic and creative cycle.

Good writing and communication required.

What is Spiracle Audiobooks?

Independent Online Audiobook and Ebook Shop
Ecommerce, Literary Club.

Spiracle is a new audiobook and ebook platform dedicated to literary fiction and nonfiction, with an emphasis on books that are unjustly unsung. As the audiobook market grows globally, Spiracle is driven by the recognition that surprising and different titles, some in translation, do not receive the exposure they deserve in algorithm-driven marketplaces. Working with the UK's independent presses, literary imprints and literary audiobook publishers, Spiracle aims to immerse its new customers in the world of books, their writers, narrators and translators.

Spiracle is a start-up – a cultural enterprise with business potential.

The Job

Working with a team including the curator, collection and resource editor, publisher liaison, user experience



and site manager and various writers, Spiracle's marketing person will need to put all our assets to work, identify and grow our target audience using a combination of digital content marketing, "influencers", social media, regular newsletters and traditional PR. We need to attract existing audiobook and ebook users and with help from the independent and smaller publishers we aim to promote Spiracle to book lovers. We have good relationships with "peer motivators" – publishers, authors, narrators and readers. There is lots to talk about, regular 'releases', a wealth of good materials, episodes and events to keep a compelling conversation about Spiracle going.

Spiracle Reach

Initially Spiracle's focus is the UK (although where copyright permits, customers can purchase titles in all given world regions).

Spiracle will attract existing audiobook and ebook readers*

Spiracle will recruit new audiobook and ebook readers

Spiracle will reach audiobook and ebook 'phobic' people and convert them

*Audiobook listeners generally describe their experience as 'reading'.

Selection not Algorithms

Spiracle makes a promise to its user – that the site will enable rich discovery. It fulfils that promise through its practices of curation. These practices ensure that its user trusts in its selection, and knows that titles available through Spiracle make up a web of stories, voices and worlds, connected not by algorithm but each by a different relation of theme, voice, idea, place or time. The site has a lead curator who is aided by an international advisory team. It is fed by, between them, hundreds of years of delighted reading.

Discovering the best writing, brilliantly read, is entering a secret garden. Spiracle, through its principles of curation, offers the key.

To apply, please send a CV or professional overview with details of particular experience and skills and your interest in working with us.

SpiracleHQ@spiracleaudiobooks.com

Contract: initially 2 days/week

Salary: TBA

Start date: September.

Central role in a small team

Location: Spiracle Audiobooks, 392 Caledonian Road, London N1 1DN (with the possibility of home working.)

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