



TouchWood Editions Job Description: Ebook Coordinator

TouchWood Editions has a growing and successful publishing program. We are looking for a professional and motivated individual to implement new strategies and procedures for our ebook publishing program and online presence.

The applicant would be specifically responsible for the following:

- creating ebook files from backlist titles
- working with Publisher to establish an html workflow and implement procedures with design staff for books currently in production
- working with the Publisher to establish and implement best practices for ebook creation and distribution
- maintaining the publisher's digital asset management system and preparing bibliographic data for ebooks
- working with the promotional staff on online promotion and social media opportunities to promotion both print and ebooks.
- keeping abreast of and reporting on current trends and developments in the digital world, particularly as they pertain to enhanced digital content, ebooks and online promotion.

Qualifications should include:

- comfort with Word, Excel and other general office software
- familiarity and proficiency with web browsers, email software
- high level of Internet marketing knowledge, including blogs and social marketing
- Some basic familiarity with HTML coding
- Knowledge of the Canadian book publishing industry
- Excellent communication (verbal and written) and interpersonal skills
- Strong organizational, analytical and problem-solving skills
- Ability to work independently, meet deadlines, and work well with others

In your cover letter, please answer the following questions:

- What is the best thing about the TouchWood Editions website?
- What two things would you change/add to the TouchWood Editions website and why?
- What is your experience with ebooks as a reader?

This position is a full-time, temporary position with a potential start date of October 1, 2010, and an end date of April 1, 2011.

Please send resume by August 31, 2010, via email to Ruth Linka at ruth@touchwoodeditions.com.

Only applicants selected for an interview will be contacted. No phone calls please.