



ASA PUBLISHING CORPORATION
AN INNOVATIVE OUTSOURCE BOOK PUBLISHING HYBRID

EMPLOYMENT PREREQUISITE

Company: ASA Publishing Corporation
Address: 1285 N. Telegraph Rd., PMB #376, Monroe, Michigan 48162
Country: United States of America
Contact: 734.212.6563
Fax: 734.212.6567
Email: asapublishingcorporation@gmail.com
Website: www.asapublishingcorporation.com
Tax ID: 56-2534739
Exempt/Non Exempt: Non Exempt

Job Title: Public Relations (Sales and Marketing Specialist)

Reg/Temp/Internship: Availability

Full Time/Part Time: Both

Shift: Social Networking – Outsource without a time restraint.

Work Schedule: M-F, 10am-6pm EST - Desired hours within this timeframe (International times may vary)

Type of Hire: Outsource contracted (**Can work from home**) with/without office position. Must email or call-in for assignment, unless otherwise noted. National / International Employment – Preferred language – English. A second language is welcomed.

Dress Code: In Office: (Male) Mon-Wed, *Shirt and Tie w/o jeans* / Thurs-Fri, *Casual*
(Female) Mon-Wed, Proper business presentation w/o jeans / Thurs-Fri, *Casual*

Job Description: Working with the Corporate Marketing Department, the Public Relations Manager is responsible for evaluating and managing a wide range of marketing processes, projects, and activities, including the planning and execution of events, direct marketing, advertising, community marketing-public relations for regional or local book signings. The PR Mgr. will represent the Public Relations Teams' marketing goals and objectives in the marketing planning and implementation process. She/he will regularly interact with the assigned authors to ensure that the marketing plans for book and author promotional reflect the company's publication packages, and align with approved marketing budgets. The PR Mgr. will perform a range of marketing support duties such as weekly reports related to the daily operations of the Public Relations Manager within the publishing house.

Job Responsibility: Ability to communicate effectively with all levels of diversified authors/books and bookstores:

- Arrange public appearances, lectures, contests, or exhibits for clients.
- Strong verbal and written communication skills- Having the ability to communicate information and ideas in speaking so others will understand.
- Excellent organizational and analytical skills. **Social networking skills a must.**
- Excellent time management skills and be accustomed to working with deadlines.
- Developing specific goals and plans to prioritize, organize, and accomplish your work.
- Scheduling events, programs, and activities, as well as the work of others.

Job Requirements:

- Must at least meet the basic qualifications as in "Job Responsibility" above.
- Education-GED, High School, or minimum college level required. (*We are willing to train.*)
- Some marketing/events or communications experience required.
- Basic personal computer skills - have your own desktop or laptop and mobile phone.
- Note: Equipment provided if working in the office.

Wage: • USD \$100 Monthly incentive pay + PLUS • 20%-35% Sales PCN Commission

Equal Opportunity/Affirmative Action Employer, M/F/D/V
EOE or MFDV which stands for *Minority, Female, Disabled, Veteran*