



# MYSTERY TO ME

an independent bookstore

**Open position: Event and Marketing Manager**

**Application Due: Friday, May 3, 2024 -- Position available immediately**

Part-time salaried (25-35 hours/week, 12 months)

Salary commensurate with experience

Flexible schedule required including day, evening, and weekend hours

Applications must include a cover letter, resume, and a list of up to three references.

Examples of prior event management experience are appreciated.

Submit your materials to [Joanne@mysterytomebooks.com](mailto:Joanne@mysterytomebooks.com)

## **Managing Events**

Mystery to Me is a welcoming space and continues to offer a wide variety of community events in-store, off-site, and virtually. This position will work on all aspects of the events marketing cycle, including but not limited to **communicating with publicists and authors; using Edelweiss to write successful author event proposals; using Crowdcast to host virtual events or simulcast live events; using Eventbrite to manage reservations; posting events to the store website and maintaining other relevant website content; creating newsletter content as it relates to the events; and using social media to promote events.**

The event manager must be comfortable with public speaking. The successful candidate will host and/or facilitate most author events and will work with the store manager to insure that the event is sufficiently staffed.

The event manager will be expected to work with the owner and/or the manager to insure that a sufficient number of author books are ordered in time for the event.

The event manager will manage relationships and work with local partners for events including the Wisconsin Book Festival and local libraries.

The event manager will be expected to cross-train bookseller colleagues about how to host an event. Training will include using Apple Square uploads, Booklog/bookfair procedures, and preparing for – and working off-site events.

The event manager will use Asana (or a similar project management tool) to track event details.

## **Marketing**

In addition to author events, the Event Manager will work on marketing materials for all in-store programming, including book clubs, holiday promotions, independent bookstore day, store book clubs, and will work with the owner regarding general store marketing and communications. This position works with other booksellers to promote the store through various social media channels. Marketing also can entail working with designers for store merchandise – including t-shirts, bookmarks, mugs, etc.

Mystery to Me is a proud partner of **Bookshop** and of **Libro.fm**.

**Bookshop** is an online marketplace that offers customers an alternative to Amazon and to ordering directly from our store when, for example, a title isn't immediately available to us. The marketing position supports the work of another bookseller to insure that the Bookshop portal is promoted to our community.

**Libro.fm** is an independent bookstore's answer to Audible. The marketing position will insure that the store's readership is knowledgeable of Libro.fm and will continue promotions accordingly.

## **Bookselling**

The successful candidate will also be a bookseller. For people who are avid readers, working in a bookstore is often a dream come true – you're surrounded by books! Nevertheless, there isn't a lot of reading that goes on in a bookseller's store world! The job demands a careful attention to customers, greeting them, talking with them about what they like to read, and ultimately selling them books they'll love!

Mystery to Me is known for our post-it note reviews that are placed on books throughout the store. It is critical that every bookseller take time to tag books that they've read or are reading so that our customers can know a little bit more about why we chose a particular book to be in the store. (In addition, there is a popular staff-pick section)

Booksellers are expected to understand all opening and closing procedures.

Booksellers are also expected to understand special orders procedures - including processing mail orders, special orders via phone or email, and troubleshooting as necessary.

## **Qualifications**

Strong communication skills (e.g., facilitate author interviews, communicate with publisher representatives, etc.)

Willingness to work autonomously and also be part of a team

Available to work flexible hours for hosting events

Excellent time management and organizational skills

Ability to learn and manage new technology (the store's POS system is Booklog)

Ability to update the store's website

Ability to work under pressure and deal with ambiguity

**Prerequisites Desired**

Familiarity with the book industry, especially in terms of independent bookstore retail sales.

Experience with book-related events programming and/or marketing.

Interest in a long-term career in bookstores.

The successful candidate will be an avid reader.

**Physical demands and work environment**

The position often requires the ability to lift cartons of books often weighing more than 30 pounds each. It also requires the ability to climb up and down ladders to reach and/or shelve inventory.

**About our Store**

Founded in 2013, Mystery to Me has evolved from a store selling primarily mystery, to a small, general independent bookstore. We curate a wide selection of mystery which is complemented by a generous selection of literary fiction, NYT best-sellers, Indie Next Picks, local author titles, and books from small presses that we enjoy handselling to our customers. We also offer a delightful selection of children and young adult titles.