



### **Heritage House Technology Intern: Job Description**

Heritage House 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, according to the specifications and schedule provided by the Publisher
- working with the Publisher to establish an html workflow and implement procedures with design staff for books currently in production
- assessing the quality of converted ebook files as delivered by third-party suppliers and follow-up with suppliers as needed
- editing ePUB or XML ebook files as needed
- researching and creating permissions procedures for digital products that contain copyrighted materials
- maintaining the publisher's digital asset management system
- preparing bibliographic data for ebooks
- overseeing file transmission to on-line vendors
- reviewing third-party websites, ensuring that display preferences for all titles are correct
- ensuring sales reports and payments from vendors are delivered in a timely fashion
- creating ebook sales reports for internal use
- creating a work flow for internal use for the creation of ebooks: editorial issues, considering an online editorial procedure, tagging and hyperlinking, working in InDesign to create ebook files
- training other staff accordingly
- encouraging and involving other employees in online marketing
- discovering and assessing online promotion opportunities, both for ebooks and otherwise
- keeping abreast of and reporting on current trends and developments in the digital world, particularly as they pertain to enhanced digital content and ebooks.

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

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- Knowledge of the Canadian book publishing industry
- Excellent communication (verbal and written) and interpersonal skills
- Strong organizational skills
- Strong 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 Heritage House website?
- What three things would you change/add to the Heritage House website to improve traffic and revenue?
- What is your experience with ebooks as a reader?

This position is a full-time, temporary position with a potential start date in mid or late September 2010, and an end date in August 2011.

Please send resume by August 27, 2010, via email to Vivian Sinclair at [editorial@heritagehouse.ca](mailto:editorial@heritagehouse.ca).

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

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