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| <b>Job title:</b>       | Marketing & Publicity Coordinator |
| <b>Reporting to:</b>    | Executive Director                |
| <b>Role type:</b>       | Part-time, Fixed-term contract    |
| <b>Contract Period:</b> | Mid-March – December 2021         |

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The Emerging Writers' Festival (EWF) is one of Australia's most established and well-respected literary festivals. We exist to develop, nurture and promote Australia's new writing talent, creating platforms for connecting writing communities and their audiences. Through the flagship festival in Melbourne and an annual program of events, EWF provides opportunities for emerging writers, editors, publishers and literary professionals to develop professionally, and supports them to engage new and larger audiences. We are a place where creativity and innovation are celebrated, where new talent is nurtured and where diverse voices from across Australia are represented.

The Marketing and Publicity Coordinator will play a leading role in the development and implementation of marketing and communications activities that grow EWF's audience, reputation and brand. The role works closely with the Executive Director to plan and deliver a comprehensive and creative brand campaign which positions the festival as an unmissable event on Melbourne's (and Australia's) cultural calendar and a valuable hub for emerging writers.

The role would suit an ambitious multi-tasker with proven experience in rolling out marketing campaigns. A proven ability to produce high-quality written material for marketing outputs (such as e-newsletters, social media) and publicity materials (media releases) is a must. Digital fluency and an ability to build and maintain relationships with key stakeholders (including media partners, suppliers and artists) is essential.

## Key role responsibilities

### Marketing

- Deliver a niche marketing plan according to program themes and target markets;
- Develop and maintain contra marketing partnerships;
- Identify and develop national cross-promotional opportunities, with a particular focus on digital and online opportunities;
- Produce and manage all campaign related content for social media channels, e-newsletters, the festival website and blog;
- Work closely with designers and external contractors to produce marketing collateral, develop briefs and meet production timelines;
- Help generate and maintain advertising income across all Festival platforms;
- Assist with partnership deliverables; ensuring marketing benefits are delivered.

### Publicity

- Develop an overarching media strategy for the festival and key events;
- Brief key media on the festival program and coverage opportunities;
- Research, develop and pitch a range of creative stories to media;
- Produce a suite of media releases, alerts and feature stories;

- Manage event listings;
- Oversee ticket comps for media and promotional giveaways.
- Provide a comprehensive evaluation report at the conclusion of the festival.

## Key Selection Criteria

- A knowledge of the Australian literary sector and an interest in the Festival's target audience and mission;
- Creative skills in identifying target audiences and devising engaging marketing campaigns;
- Ability to generate creative content and deliver coverage across a variety of outlets;
- An established network of media contacts, with a strong focus on arts and culture media;
- Excellent time management skills, with the ability to work under pressure to meet festival deadlines.
- Ability to work independently with minimal supervision, with excellent attention to detail.
- Outstanding written and verbal communication skills with the ability to liaise with a wide array of key stakeholders.

## Conditions

- The Marketing & Publicity Coordinator will be employed by the Emerging Writers' Festival and will work the Festival office at the Wheeler Centre in Melbourne, and from home when necessary.
- The Marketing & Publicity Coordinator is employed under a part-time, fixed-term contract for 10 months. The position will commence at 0.8 FTE and shift to 0.4 FTE from 19 July 2021 (post-festival).
- The remuneration for this position is \$46,000 pro rata plus 9.5% superannuation.
- The position will start in mid-March 2021 and conclude in December. Exact dates to be negotiated.
- On-site and out-of-hours work will be required in the lead up to and during the festival period (16-26 June).

## How to Apply

- Only applications that address the Key Selection Criteria will be considered.
- Applicants must submit a statement of no more than three pages addressing each of the key selection criteria, together with a CV and cover letter in one document (word or PDF) with your surname as the file name.
- Please submit your application to [generalmanager@emergingwritersfestival.org.au](mailto:generalmanager@emergingwritersfestival.org.au) with the subject APPLICATION: Marketing & Publicity Coordinator
- Applications close 5pm Wednesday 3 March, 2021. Late applications will not be accepted.
- For any questions about the role please contact Alice Muhling, Executive Director of Emerging Writers' Festival on (03) 9094 7877.

Aboriginal and Torres Strait Islander people, people with disability, and culturally and linguistically diverse applicants are strongly encouraged to apply for this position.