WRITERS VICTORIA
All about writers

MARKETING AND COMMUNICATIONS MANAGER

Writers Victoria is all about writing. We support writers of all genres, at all stages of their career, across the state. Writers Victoria is the leading provider of information, resources and skills development for our 3,000 members and the broader writing community. We are also the largest employer of writers in Australia. Our diverse annual program delivers targeted professional development and support in response to the needs of Victoria's emerging, established and aspiring writers.

The Marketing and Communications Manager is responsible for developing, managing and delivering the organisation's marketing and communications strategies and activities, and to maintain a strong ongoing profile and presence for Writers Victoria (WV). The role ensures the effective marketing and management of WV branding with the aim of engaging and maintaining existing audiences/membership and attracting and growing new and more diverse audiences/membership. The Marketing and Communications Manager is expected to build and maintain strong relationships with external and internal stakeholders and to develop impactful and clear marketing materials, communications and media sponsorships/partnerships.

This performance-based role entails meeting growth targets across several services.

The Marketing and Communications Manager reports to the WV Director. The successful candidate will also work closely with the program and membership teams.

RESPONSIBILITIES

Marketing

- Develop an annual marketing strategy and workplan.
- Oversee and coordinate the organisation's marketing activity across diverse channels.
- Oversee the design and production of all collateral.
- Develop a schedule for online and print advertising, targeting existing and new advertisers
- Coordinate and implement all advertising – internal and external – and maintain Google Ads
- Identify and maintain effective relationships with partners who can provide cooperative marketing opportunities including other literary and arts orgs, media outlets, sponsors, stakeholders, suppliers, venues and industry organisations. Develop and implement an annual market research plan, including member surveys.
- Manage all relevant expenditure within the marketing budget and regularly provide updates to the Director.
- Ensure delivery of marketing and promotional benefits for members.
- Deliver on growth targets as defined in the budget.

Communications

- Plan and deliver all online and social media content, including the development of a social media content plan, in collaboration with the WV team
- Oversee and maintain WV's website and social media, including content curation and scheduling.
- Manage all online and social media reporting tools – Google Analytics, etc.
- Manage the creation, distribution and analysis of e-news and targeted emails.
- Manage website to ensure that all content is updated and accurate.
- Coordinate production and distribution of printed publications, including bi-monthly magazine and three program brochures; coordinate distribution of promotional materials and collateral, including street distribution, direct mail and stakeholder allocation.
- Liaise with print and production sources, collating quotes, and keeping a register of all budgets and deadlines.

Admin

- Maintain electronic and hard-copy filing systems.
- Contribute to staff meetings and strategic planning sessions.
- Support office volunteers and membership interns, where applicable.
- Additional duties as required.

SELECTION CRITERIA

Essential

- Professional experience in a marketing role, or in a like profession that has clear transferrable skills.
- Demonstrated success in delivering on growth targets.
- Demonstrated capacity to effectively plan and meet deadlines.
- Ability to communicate confidently, convincingly and effectively with a wide variety of stakeholders in various settings, verbally and in writing.
- Excellent attention to detail and proof-reading skills.
- Experience working collaboratively and as part of a team environment.
- Demonstrated experience in cultivating and maintaining internal and external stakeholder relationships.
- Competent with technology generally, proficiency in all social media platforms, CRMs, e-news platforms (e.g. Mailchimp), Adobe Creative suite.

Desirable

- Experience using InDesign and Photoshop to create documents and publications.
- Knowledge of the Victorian and Australian literature sector.

An application letter addressing the selection criteria (1-2 pages), together with a brief CV should be addressed to Dr Angela Savage, Director, Writers Victoria, director@writersvictoria.org.au

Applications close 9.00am on Tues 21 January 2020.

Only applicants who address the selection criteria will be considered for an interview.

Questions? Contact Angela Savage on 0432 697 263 or email director@writersvictoria.org.au