

# Sydney Writers' Festival

**Role title:** Marketing Coordinator  
**Reports to:** Head of Marketing and Digital  
**Direct reports:** Nil  
**Salary:** \$70K per annum  
**Employment term:** Fixed period contract, Mid-January–June 2025

Sydney Writers' Festival encourages applications from all backgrounds, communities, and industries, and are committed to having a team that is made up of diverse skills, experiences and abilities.

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## About Sydney Writers' Festival

Sydney Writers' Festival is one of the world's leading and most beloved literary institutions. It is a place for readers, writers and thinkers to share ideas, tell stories and celebrate literature.

Since our first Festival in 1997, we have brought thousands of diverse writers and thinkers from Australia and around the globe together in Sydney. In the company of the world's best novelists, poets, journalists, public intellectuals, economists, politicians, podcasters and scientists, we've discussed some of the most pressing issues of our times. We've celebrated prize-winning authors, long-awaited novels from writers at the height of their careers and introduced debut authors to eager and enthusiastic new audiences.

Readers and writers have exchanged thoughts and opinions, perspectives and philosophies, creating a powerful community based on radical dialogue and respectful debate. The drumbeat of questioning that thrums underneath the Festival is powerful and enlivens Australia's democratic tradition.

## About this role

The Marketing Coordinator assists in the development and execution of the annual Festival campaign including implementing audience development strategies and rolling-out integrated and targeted sales campaigns. This position plays a central role in the marketing team by supporting administrative work, campaign coordination and delivery across paid and earned channels, creative development and design rollout, project management and planning. The Marketing Coordinator role reports into the Head of Marketing and Digital and works closely with the internal marketing team, external creative studio, suppliers and partner networks.

## **Responsibilities**

- Assist the Head of Marketing and Digital and Digital Marketing Manager in the development and delivery of the marketing strategy and campaign planning across print, digital, broadcast, cinema, outdoor, distribution and key content
- In collaboration with the Head of Marketing and Digital, project manage the Festival Program Guide and highlights guide: internal liaison on content, liaison with external editors and designers, and plan and manage distribution
- Lead the approval process for all print, distribution and promotion, including campaign artwork and roll-out for TVC, hero artwork, poster, print ads, outdoor, City of Sydney banners, printed collateral, signage, radio and cinema
- Co-ordinate media bookings for print, radio and outdoor campaigns
- Co-ordinate the design, approvals, production and distribution of SWF venue signage framework and plans
- Write copy for marketing collateral, including blog posts, flyers, posters, signage, brochures and print advertising
- Production of Festival marketing print collateral, including copywriting, liaison with designers, printers, distribution companies as well as internal and external stakeholders.
- Traffic campaign design assets and assist the Head of Marketing and Digital with the 2025 Festival branding roll-out
- Negotiate and implement third-party promotional activity through niche marketing to drive sales for specific campaigns
- Implement the Family and Young Adult programs marketing strategy and other targeted marketing campaigns (in collaboration with other members of the marketing team).
- Research distribution avenues for marketing collateral and organise dissemination of materials.
- Other reasonable duties as required by Head of Marketing and Digital

## **Key Relationships**

### **Internal**

Head of Marketing & Digital  
Digital Marketing Manager  
Wider Festival marketing team  
Ticketing team  
Programming team  
Development team  
Production team

### **External**

Creative agencies and suppliers (creative studio, designers, printers, distributors)  
Paid media outlets  
Venue partners

## **Selection Criteria**

### **Essential**

- Three years' experience in a marketing coordinator role
- Demonstrated experience in marketing campaign delivery, preferably within the arts industry

- A thorough understanding of digital marketing tools, marketing practices and trends across all current and emerging mediums
- Relationship management across a broad range of internal and external stakeholders
- Copywriting, proofing and editing skills and high-level attention to detail
- Outstanding written and oral communications skills
- Highly developed interpersonal skills
- Highly developed project management skills.
- Proven ability to work under pressure as well as plan and prioritise workload

### **Desirable**

- Previous experience working in events in the arts or a cultural organisation
- Knowledge of Adobe Creative Suite, Umbraco, WordFly
- Interest in literature

### **How to apply**

If you feel that you have the appropriate experience and would like to work for a highly respected literary festival, please send a cover letter of no more than two pages addressing the selection criteria and your CV in an email to Sarah Hunt (Head of Marketing and Digital) via [jobs@swf.org.au](mailto:jobs@swf.org.au). Applications without a cover letter will not be considered.

### **Applications close at 5pm on Friday 18 October 2024.**

Interviews will take place on 23 and 24 October 2024.

This role will commence on Wednesday 8 January 2024.

Please include the contact details of two referees who you feel will be able to attest to your credibility and suitability for the role. Please note: Referees will be contacted after prior consultation with the candidate.

For a confidential discussion regarding the role, contact Sarah Hunt, Head of Marketing & Digital at Sydney Writers' Festival via [jobs@swf.org.au](mailto:jobs@swf.org.au)

*This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.*