

Sydney Writers' Festival

Role Title: Digital Marketing Manager
Reports to: Head of Marketing and Digital
Salary range: \$80k per annum, pro rata
Terms: Fixed period contract, September 2025–September 2026

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.

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

Reporting to the Head of Marketing and Digital, the Digital Marketing Manager is responsible for leading and developing digital and cross-channel content strategies to drive digital engagement and growth for Sydney Writers' Festival. A senior member of the Festival marketing team, the role leads on strategy, planning, publishing, performance and governance of Sydney Writers' Festival content across all digital platforms. This critical role helps shape Sydney Writers' Festival's reputation as Australia's leading literary festival, amplifying the brand's voice and deepening community engagement with Australian and international literature and ideas. This hands-on role drives website management, email marketing, original content, paid media campaigns and community engagement, alongside other brand activities and initiatives. The Digital Marketing Manager manages the Digital Marketing Coordinator.

Responsibilities

The responsibilities of the role are:

- Plan and execute integrated digital campaigns, in consultation with the Head of Marketing and Digital Marketing Coordinator, which engage new and existing audiences and meet revenue targets
- Manage the Sydney Writers' Festival website including content management, page building, performance analysis and ongoing testing and development
- Develop and maintain a digital marketing calendar, content plan and social media strategy across both organic and paid to support the overarching Festival marketing campaign
- With the Head of Marketing and Digital and ticketing team, manage and implement a customer email strategy that delivers on acquisition, retention, engagement and ROI
- With the Digital Marketing Coordinator, monitor and moderate Sydney Writers' Festival social media channels (Instagram, TikTok, Facebook, LinkedIn) to drive meaningful engagement and exchange, and ensure organisational responsiveness
- Manage analytics and tracking for web and social channels responding in real-time and reporting on campaign effectiveness during campaigns
- Oversee and maintain the Festival's content channels (podcast, video, social and website) with support from the Digital Marketing Coordinator
- Ensure a consistent tone of voice and cohesive brand narrative is used across web, email and social channels
- Work with the Development team to ensure all funding and strategic business partner benefits are delivered, including sponsors, donors, private foundations, government and venues
- Work with the Digital Marketing Coordinator to facilitate all EDM campaigns
- Brief and manage the Festival's digital agencies, including Web Development agency and Digital Advertising Agency
- Plan and manage paid digital advertising campaigns with external digital agency and track performance and spend within an approved budget tracker
- Oversee digital campaign artwork and roll-out for website, social media assets, video, teaser ads, audio and content with creative studio
- Copywrite and oversee customer service emails in consultation with key internal staff across ticketing and marketing
- In consultation with the Head of Marketing and Digital, brief, schedule and manage day-to-day coordination of videographers and photographers for event documentation and promotional purposes, including timely provision of images and videos
- Process digital invoices and maintaining accurate records in marketing budget
- Lead, motivate and manage Digital Marketing Coordinator
- Other reasonable duties as required

Key Relationships

Internal

Head of Marketing and Digital

Digital Marketing Coordinator

Marketing Coordinator

Ticketing team

Programming team

Development team

External

Web developers

Digital Advertising Agency

Email client

CRM (Tessitura)

Design and creative agencies

Freelance contractors (videographers, photographers, editors)

Selection Criteria

Essential

- Minimum five years plus digital marketing experience (within the arts and events industries highly regarded)
- Digitally savvy with an in-depth knowledge of digital marketing channels including the latest platforms and trends
- Demonstrated experience in managing organisational social media accounts
- Experience managing paid digital campaigns across social and Google Networks (can be in collaboration with a digital agency)
- Experience delivering digital marketing campaigns
- Experience managing and maintaining websites including managing developments and upgrade deployments
- Demonstrate strong understanding of data and analytics such as Google Analytics
- Strong writing skills and ability to create content and copy with minimal direction and correction

Desirable

- Knowledge of Adobe Creative Suite, Umbraco, WordFly and Tessitura
- Familiarity with the arts industry
- Interest in literature
- Eye for design
- Familiarity with project management systems like Monday.com, Asana, Trello

How to apply

Applications should be addressed to Sarah Hunt, Head of Marketing and Digital and be sent to jobs@swf.org.au. **Applications close at 5pm on Monday 28 July.**

Applications must include:

- A current resume
- Covering letter (no more than two pages), including an outline of your interest in the role, addressing how your experience prepares you for the responsibilities required and how you align with the selection criteria
- Two (2) references that includes a current manager/supervisor. Please note: Referees will be contacted after prior consultation with the candidate.

Interviews will take place on 5, 6 and 7 August 2025.

For a private and confidential discussion about the role, please contact Sarah Hunt at jobs@swf.org.au.