

Sydney Writers' Festival

Role title: Digital Marketing Coordinator
Reports to: Digital Marketing Manager
Direct reports: Nil
Salary range: 65K per annum, pro rata
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.

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 Digital Marketing Coordinator supports the successful delivery of the annual Festival's digital campaign efforts to drive deeper engagement and growth. This role has a particular focus on co-ordinating the planning, creation and distribution of emails, website content management, audio channels, social media moderation and project planning and management. This role reports into the Digital Marketing Manager and works closely with the internal marketing, programming and ticketing teams, and external partner networks.

Responsibilities

- Work with Sydney Writers' Festival's digital marketing tools, including the website, email program and social media channels to support the Digital Marketing Manager to roll-out the annual Festival campaign
- Assist the Digital Marketing Manager to plan, write and deliver segmented email strategies to deliver revenue targets and essential event information
- In collaboration with the Digital Marketing Manager, upload content into the Sydney Writers' Festival website for launch and manage important updates in a timely manner
- Traffic manage digital asset requirements through various stakeholders, including writing briefs, proofing, copywriting (where required) gaining internal and external approvals
- Collaborate with programming team to source relevant content about Festival guests for all promotional channels
- Assist the Digital Marketing Manager to roll-out a social media content plan and Festival blog, encompassing both written and video content, including writing posts, interviews and briefs for copywriters and developing and editing video content
- Moderate social media online communities and facilitate a dynamic, responsive online profile for SWF (with the support of the marketing team)
- Ensure a consistent tone of voice and cohesive brand narrative is used across all social channels.
- Support the Digital Marketing Manager in providing responsive analytic and tracking reports to inform campaign effectiveness during the sales period
- Proofread and copy-check digital marketing, including website, email, social, video and audio platforms
- Ensure the relevant approvals with key Festival sponsors and partners are sought and tagged for digital marketing content
- Assist in managing and facilitating cross-promotions through other databases including partners and friends of the festival
- Assist in managing a community ticketing program
- Other reasonable duties as required

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, web developers, printers, distributors)
Venue partners

Selection Criteria

Essential

- Minimum one year 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
- Experience coordinating digital marketing campaigns
- Experience using an organisation's digital marketing channels, including website, email and social media
- Understanding of data and analytics such as Google Analytics
- Strong writing skills and ability to create content and copy with minimal direction and correction
- Excellent attention to detail

Desirable

- Knowledge of Adobe Creative Suite, Umbraco, WordFly
- Experience creating content for TikTok
- Familiarity with the arts industry
- Eye for design
- 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. 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

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.