

Position Description

Position title:	Marketing Assistant
Reports to:	Marketing and Development Manager
Term:	Monday 23 April 2018–Friday 7 September 2018
Fraction:	This is fixed term, full time contract position ending in September 2018
Location:	CBD-based
Salary:	Pro rata of \$45,000 full time per annum equivalent, plus superannuation

Melbourne Writers Festival is looking for a creative marketer, who is ready to use their skills in multi-platform content creation, website management and online communication in a fast-paced, festival marketing context.

About the role

The Marketing Assistant helps deliver MWF’s annual marketing campaign to 100,000+ website users, 22,000+ subscribers and 40,000+ social media followers, to grow the reach and impact of the festival.

MWF’s Marketing Assistant creates and publishes audience-focussed content, manages the MWF website, and delivers exciting and compelling marketing initiatives.

The Marketing Assistant has excellent communication skills, copywriting or editing experience; a comprehensive understanding of social media, Facebook advertising and website CMS; and energy and enthusiasm for all aspects of festival marketing.

They work closely with the Marketing and Development Manager, the Marketing Coordinator, and interns. Joining MWF at the busiest time of the festival calendar, they are invaluable to the entire team.

Key responsibilities/job requirements

Content Marketing

- Develop and publish content across multiple platforms/formats including website, blog, social media, podcasting and video
- Measure results to continuously improve performance of this content

Website Management

- Maintain and update MWF website during the Festival marketing campaign
- Manage an extensive image library including resizing for different platforms
- Work closely with Marketing Coordinator and Ticketing Manager to support the online launch of the Festival program

Digital Media Marketing

- Prepare and distribute EDM campaigns and newsletters
- Develop approaches for increasing newsletter subscribers and improving click-through rates
- Create and execute Google AdWords and paid Facebook Ad campaigns
- Manage digital advertising schedule for media partner deliverables (this schedule may also include some traditional media including print, cinema and radio)
- Research and execute appropriate cross-promotional marketing activities including giveaways, competitions and sponsor benefits

Reporting/Other

- Provide timely reporting through web analytics and social media insights
- Prepare overview of all appropriate results for end-of-festival acquittals and reports
- Contribute to the overall marketing plan and deliver against strategic objectives

Key selection criteria

We are looking for a candidate who is passionate about marketing in an arts and culture environment, and who can demonstrate:

- A comprehensive understanding of social media platforms (focus on Facebook, Twitter, Instagram, YouTube) and website CMS (Wordpress Enterprise)
- Experience running and optimising campaigns for Google AdWords and paid Facebook Ads
- Excellent communication skills, including copywriting and/or editing, and experience in devising content that engages, informs and motivates ticket purchase
- Strong web and social media analytical skills to help drive measurement, optimisation and conversion rates of marketing campaigns
- High competency with a range of applications including Hootsuite, Adobe Photoshop/Lightroom, Filemaker Pro, Google Analytics, Trello (or similar), with knowledge of HTML an advantage

Demonstrated photography skills would be an advantage.

HOW TO APPLY: Applications close at 9am AEDT Monday 19 March 2018.

Please complete and return the **MWF job application form** which is available on our website [here](#). You can also request an application form by contacting us on admin@mwf.com.au or telephone (03) 9094 7859.

You will be asked to provide a response to this position description and the 5 key selection criteria.

Please return your completed job application form, with your Curriculum Vitae. The documents should be given document titles that start with your surname, then your first name.

Please send your application form and CV to shona@mwf.com.au with subject header "Marketing Assistant <your name>". You must submit these by 9am AEDT Monday 19 March 2018.

Melbourne Writers Festival is an equal opportunity employer and supports a diverse and inclusive workplace.

About Melbourne Writers Festival

Melbourne Writers Festival is Victoria's winter celebration for readers, writers and thinkers. As one of Australia's leading cultural events, we attract the world's best writers and thinkers to create stimulating, meaningful moments that inspire lasting passion for reading and ideas.

Each year in August, from our hub at Fed Square, the Festival celebrates the art, talent and ideas of hundreds of writers from Australia and around the world, through a vibrant program of storytelling, conversation and discussion, intellectual debate, educational programs, live performance, music and art events. The Festival includes a number of free and family events for people of all ages.

MWF ensures that everyone feels welcome to participate fully in the Festival by being socially and culturally inclusive. MWF sets the national agenda for the discussion of writing and ideas, encouraging all Victorians to read and engage culturally. Growing the next generation of readers is something MWF takes great pride in. Our Schools' Program is Australia's biggest literary festival for students.