

DIGITAL MARKETING MANAGER POSITION DESCRIPTION

Title:	Digital Marketing Manager
Term:	1-year contract from commencement date. Start date to be negotiated with the successful candidate, but ideally as soon as possible.
Reporting to:	Head of Marketing and Partnerships
Direct reports:	N/A
Basis of Employment:	Fixed-term, full time
Hours of Work:	Ordinary hours of 38 hours per week, plus reasonable additional hours as may be required to perform your role
Salary and other benefits:	Annual base salary of \$80,000 to \$85,000, depending on experience, plus statutory superannuation and less applicable tax.
Location:	The Wheeler Centre for Books, Writing and Ideas at Level 3, 176 Little Lonsdale Street, Melbourne, Victoria 3000

About MWF

MWF brings writers and readers together to be inspired, challenged and thrilled by a creative and diverse program of events celebrating books and ideas.

Since 1986, we have entertained hundreds of thousands of readers as the flagship annual writers festival of our UNESCO City of Literature. MWF ignites conversations across Melbourne and inspires curiosity and connection.

Held annually in May, the Festival features both renowned global writers and leading Australian storytellers, anchored by our First Nations Guest Curators. The MWF program brings together writers of contemporary literary fiction, non-fiction, memoir and poetry, along with leading thinkers, performers and commentators. Through the annual MWF Schools program, we support the next generation of young readers and writers.

MWF is a not-for-profit incorporated organisation funded by box office and other earned income; state, local, federal and international government funding; sponsorship, donations and fundraising.

Our Team

MWF's core year-round team is led by a Festival Director/CEO who reports to the Board, supported by a General Manager, a Head of Development, a Head of Marketing and Partnerships, a Program Producer and a Digital Marketing Manager. A Schools Programmer supports the MWF Schools program. The Board oversees the governance and strategic direction of MWF.

Experienced contract staff join the MWF team in the months leading up to the festival to oversee ticketing, production, front of house and volunteer management, alongside additional administrative and artist liaison support. Casual front of house and production staff and a team of committed volunteers support the Festival's delivery in May.

Role Summary

The Digital Marketing Manager is responsible for planning, managing and delivering Melbourne Writers Festival's digital marketing activity across website, email and social media channels, driving audience growth and development through effective digital content and campaigns within the strategic direction established by the Head of Marketing and Partnerships.

Working closely with the Head of Marketing and Partnerships, the Digital Marketing Manager will develop and deliver the organisation's year-round digital marketing strategy, including delivery of MWF's major annual festival campaign, to drive audience engagement across all digital touchpoints and support the achievement of box office targets.

This is a hands-on role with responsibility for day-to-day digital activity, channel management and campaign delivery. The role will manage the festival's digital platforms including website and Google Analytics, email, and social media, harnessing data and insights to create best-in-class content, refine UX and improve performance. The Digital Marketing Manager will take a lead role in implementing innovative digital strategy, with a focus on customer journeys and experience.

This role has no direct reports and will work collaboratively across the wider MWF team including partnerships and ticketing, as well as external suppliers, agencies, developers and other relevant partners to achieve outcomes.

Key responsibilities

Digital and Campaign Strategy

- Work closely with the Head of Marketing and Partnerships to develop and deliver the festival's digital marketing strategy, including major campaigns, ensuring agreed strategic priorities are translated into practical digital plans and activity;
- Develop campaign assets, channel plans, timelines and audience journeys across digital channels;
- Monitor campaign performance and make recommendations to optimise activity throughout the campaign lifecycle;
- Work with external agencies and suppliers where required to deliver digital campaigns;
- Ensure digital campaigns are delivered accurately, on time and within agreed budgets;
- Contribute digital expertise and insights to identify new and best-practice digital opportunities, platforms, tools and approaches to strengthen audience engagement and improve marketing outcomes;
- Ensure digital marketing harnesses MWF's ticketing platform functionality and collaborate with the ticketing team to maximise opportunities.

Website maintenance

- Manage the day-to-day maintenance and content of the festival website, ensuring information is accurate, timely, engaging and aligned with the festival's brand and marketing priorities;
- Monitor website performance, functionality, accessibility and user experience and oversee SEO/SEM to improve audience engagement, conversion and discoverability;
- Act as a key internal liaison for website development, technical support and external website suppliers, supporting the ongoing optimisation of the website.

Analytics and evaluation

- Manage and maintain Google Analytics, ensuring appropriate tracking, optimisation, reporting and measurement of digital activity;
- Develop and maintain tracking and regular digital performance reporting and dashboards;
- Analyse website, campaign, email and social media data to identify trends, audience behaviour and opportunities for improvement;
- Work with the Head of Marketing and Partnerships to recommend and monitor agreed digital KPIs and campaign objectives.

Digital Communications: email marketing & social media

- Manage the festival's email and social platforms, executing day-to-day campaign activity and social media community moderation to drive engagement and conversion;
- Develop and implement effective email and social strategies in collaboration with the Head of Marketing and Partnerships;
- Develop a coordinated digital content calendar that supports audience growth, engagement, ticket sales and the broader festival brand;
- Manage email audience lists, segmentation, data hygiene and subscriber journeys;
- Monitor email and social performance, including audience behaviour and emerging trends and insights to continually improve strategy;
- Deliver paid and organic social media campaigns as required.

Other reasonable duties as required.

Selection criteria

- Demonstrated experience developing and implementing end-to-end, integrated digital marketing campaigns and strategies, and a strong understanding of digital marketing channels, principles and audience development;
- Strong attention to detail and a high standard of written and digital communication, with the ability to adapt content for different audiences and channels;

- Stakeholder & Relationship Management: proven ability to collaborate effectively with internal and external partners and suppliers;
- Demonstrated experience working across digital platforms including content management systems (CMS), email marketing platforms, Google Analytics and social media;
- Experience planning and managing digital content for an organisation or brand, including content planning, creation and performance analysis;
- Strong organisational and project management skills, with the ability to manage multiple deadlines and competing priorities;
- Ability to work autonomously and manage a broad digital portfolio.

Desirable

The following skills and experience are desirable but not essential. Candidates who do not meet these criteria are still encouraged to apply.

- Experience working with content creators and contractors across digital photography, video, design or other multimedia content;
- Familiarity with accessibility principles and digital accessibility standards;
- Knowledge of Adobe Creative Suite;
- Experience within arts, culture, entertainment, events or other audience-focused industries or organisations;
- Interest in literature and writing.

Additional information

- Employment is subject to a six-month probation period.
- Flexible work arrangements can be discussed. Time off in lieu applies for weekend Festival work.
- Employees at Melbourne Writers Festival have access to an Employee Assistance Program.
- All MWF staff are required to hold a current Working with Children Check.
- Melbourne Writers Festival is an Equal Employment Opportunity Employer.
- MWF is committed to diversity and inclusion and aspires to be reflective of our broader community. We encourage applications from First Nations people, those who are culturally and linguistically diverse, the LGBTQIA+ community, and people with disability or who are D/deaf. MWF will consider flexible working options and reasonable adjustments for applicants with disability.

Application Process

Confidential enquiries about the role can be made to Stephanie Corne, Head of Marketing and Partnerships at stephanie@mwf.com.au

Closing date: 12pm AEST, Monday 28 September.

Interviews will take place in the week commencing Monday 5 October.

Applications must include the following 3 documents as a single PDF:

- A cover letter outlining your interest in the role.
- Responses to each of the key selection criteria that demonstrate your experience, with examples.
- A current resume

Please note: As part of the interview process, two referees will be requested at a later stage. We will not contact referees without your consent.

Application Format:

- Please combine your application into a single PDF document, with the filename: **Last Name, First Name – Digital Marketing Manager**
- **Applications should not exceed 6 pages** in length
- Applications to be addressed to Stephanie Corne, Head of Marketing and Partnerships and submitted by email only to recruitment@mwf.com.au