



WRITERS SA

## Marketing Coordinator WRITERS SA

Location	Institute Building, North Terrace & Kintore Ave, Adelaide SA 5000
Reporting to	Director
Working with	Director, Program Coordinator, Membership and Administration Coordinator
Position type	0.3FTE. Roster subject to negotiation. Probationary period of three months, with an initial one-year contract term.
Salary details	\$52,000 per annum pro rata (\$15,600 per annum) + 9.5% superannuation
Employment period	One year from commencement
How to apply	Applications close 5pm Friday 1 March. Email your CV and a maximum one-page cover letter addressing the selection criteria to Lynda de Koning, General Manager at <a href="mailto:lynda@writerssa.org.au">lynda@writerssa.org.au</a>

### ABOUT THE ROLE

Writers SA seeks a Marketing Coordinator to deliver our marketing plan across our website, social media, e-news and other communications. The Marketing Coordinator will work closely with Writers SA's programming team to promote our core program of workshops and our key annual projects.

### SELECTION CRITERIA

1. Experience in marketing or publicity roles within the arts, media or not-for-profit sectors
2. Demonstrated experience in the preparation and distribution of written communications for public audiences including social media, newsletters, media releases and copywriting
3. Excellent computer literacy across the Google Suite (Gmail, Drive), Word, Excel, Adobe Photoshop and InDesign, Wordpress website management and social media platforms
4. Demonstrated experience in managing website design and content
5. Strong process and time management skills
6. Empathy with the goals and philosophy of Writers SA

**Note: Writers SA is also recruiting a Program Coordinator (0.6FTE). If you can demonstrate skills and experience and wish to apply for both roles (to be combined into 0.9FTE) please contact us.**

ABN 40 783 458 265

[www.writerssa.org.au](http://www.writerssa.org.au) - [info@writerssa.org.au](mailto:info@writerssa.org.au)

(08) 8223 7662 - PO Box 43, Rundle Mall, Adelaide SA 5000



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## **POSITION DESCRIPTION**

The Marketing Coordinator is responsible for delivering Writers SA's marketing strategy. They will:

- Implement the marketing plan, as well as tracking and reporting against it
- Compile and schedule Writers SA's fortnightly e-news
- Deliver Writers SA's social media plan (primarily across Facebook and Twitter), promoting our activities, programs and projects
- Maintain website content (news, opportunities)
- Uploading Writers SA's quarterly program and events, and managing website online booking system
- Develop program and promotional copy with the Director and Program Coordinator
- Maintain and develop local and national media lists
- Develop and maintain publicity and media records
- Any other duties as reasonably required

## **APPLICATION PROCESS**

1. When after reading through this document and visiting our website, if you have further questions about the role, please contact Jessica Alice, Director, on (08) 8223 7662 or [jessica@writerssa.org.au](mailto:jessica@writerssa.org.au).
2. Applications must consist of a cover letter, a brief CV, and the names and contact details of three professional referees emailed as a single Word document or PDF with your name and the position title as the document's name.
3. Applications should be sent to [lynda@writerssa.org.au](mailto:lynda@writerssa.org.au) by 5pm Friday 1 March.
4. The start date of this role is to be negotiate upon applicants' availability; if there are specific dates or times when you are unavailable please let us know in your cover letter.

## **ABOUT WRITERS SA**

Writers SA is a not for profit organisation that aims to foster, develop and promote writers and writing. Established in 1985, Writers SA was the first writers' centre in Australia, and continues to act as a resource for writers of all ages and experiences, assisting both new and established writers on every aspect of writing craft and publishing.

Writers SA is located on Kurna land, and we acknowledge Kurna people as the original storytellers of this place. We pay our respects and give thanks to Kurna elders past present and future, and to all Aboriginal and Torres Strait Islander people on whose lands we live, work and create.

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