

WRITE!

NATIONAL YOUNG WRITERS' FESTIVAL
27 SEPT - 1 OCTOBER 2007 NEWCASTLE, N.S.W., AUSTRALIA

POSITION DESCRIPTION: MARKETING AND PROMOTIONS COORDINATOR

Position Title:	Marketing and Promotions Coordinator
Reports to:	Volunteers Coordinator, Festival Directors
Key Relationships:	Marketing and Promotions Advisor, University Liaison, Communications Officer, media bodies
Reimbursement:	Love, amazing references, kick-ass experience, travel to and from Newcastle and accommodation for the festival duration.
Hours of work:	Approximately one day a week until July, then one to two days a week until the end of September. Must be available 27 Sept - 2 Oct for the duration of festival.

Position Purpose

The Marketing and Promotions Coordinator is responsible for developing, in consultation with the Festival Directors, an effective marketing strategy that will enhance the profile and increase the audience of the NYWF through techniques such as bribery and soul selling. Alternatively, an old-fashioned method of pitching to the media and acting as the on-the-ground media contact during the festival should suffice. The NYWF relies on the support of its audience and artists. This position will facilitate such support through clever marketing and promotional strategies aimed to engage and inspire young writers to get involved!

Key Responsibilities

- Work with the Festival Directors to create a marketing strategy based on word-of-mouth, targeted personal invitations and strategic use of media (we have a limited budget!).
- Research relevant publications – magazines, newspapers, journals, radio stations and TV networks.
- Create and pitch stories to relevant media bodies.
- Compile festival media pack – overview of festival, blurb about each special project / initiative, hi-resolution photos.
- Media coordination during the festival – scheduling interviews, answering questions, etc.

Desirable Skills

- An excellent networker.
- Experience in marketing and publicity, preferably with a knowledge of the Australian writing and media industry.

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- Strong communication and persuasion skills, with the ability to develop connections with a diverse range of communities.
- Creative approach to marketing (i.e. no full page ads in The Age!).
- Ability to work independently and as part of a team.
- A good feeling for the festival and its community.

Festival Background:

Now in its 9th year the NYWF is unique among writers' festivals for a number of reasons. As well as providing workshops and open classes which focus on craft and literary skill, we place an equally strong emphasis on the ideas, politics and cultural practices which surround writing. We're a festival of ideas as much as a festival of writers. For that reason, we also have a really broad definition of what constitutes writing – as well as novels, poems and short fiction, we are fascinated by spoken word, song-writing, experimental theatre, blogging, new-media collaboration and more.

The NYWF is also unique because it takes place as part of the This Is Not Art (TiNA) festival, sharing programming and venues with the Electrofringe, Sound Summit and Critical Animals. This adds independent musicians, journalists, media and sound artists, performers, activists, academics, and lovers-of-ginger-beer to the mix. It's a beautifully over-stimulating five days!

How to Apply:

Please send your resume and a cover letter outlining your relevant experience to volunteers@nywf.org.au and attention to Brea Acton, Volunteers Coordinator. The application closing date is **Friday 1 June**.

For further information please email Brea at volunteers@nywf.org.au