

POSITION TITLE	: Media Content Marketing Officer
LOCATION	: NTWC Office Darwin or Alice Springs with Work from Home options
TENURE	: Nov 2023—June 2024
REPORTS TO	: Executive Director
DIRECT REPORTS	: None
REMUNERATION	: \$41.52 hourly rate plus superannuation at statutory rate
CONTRACT TYPE	: Fixed term, part time, 15hrs per week

About NTWC

The NT Writers Centre (NTWC) is a community of writers and storytellers creating and celebrating the diverse literary culture of the NT. We support, develop and platform vibrant writing and storytelling celebrating the unique contribution of NT stories and storytellers to Australia's cultural identity.

Our cornerstone event – the NT Writers Festival – is the Northern Territory's premier literary showcase. Held alternately in Mparntwe | Alice Springs and Garrmalang | Darwin, it brings readers, writers and storytellers together in an annual celebration of ideas, words, stories and languages that promote our unique NT culture and rich First Nations heritage.

We have four program areas to support writers in all genres at all stages of their writing careers: an annual program of writers development workshops and residencies; the NT Writers Festival; prizes and awards; and supporting authors towards publication.

The role

The **Media Content Marketing Officer** is responsible for creating and coordinating content to promote the 2024 NT Writers Festival and increase its reach and engagement.

The Officer will develop and deliver digital strategies and campaigns to: promote the NT Writers Festival (NTWF) and NT Writers' Centre (NTWC), including its values and services; communicate with members and engage local communities to expand brand reach.

The role's main objective is to implement the NTWF Marketing Plan, provide style support and graphic design for the annual writers development program, and support the growth and quality of NTWC programs through the management of digital marketing strategies across paid, earned and owned channels to optimise Festival attendance and engagement.

Another objective is to manage the planning, sourcing, creation, design and delivery of all digital marketing and communications needs of NTWC, along with the provision of general marketing support to internal stakeholders. The role will develop, distribute, evaluate and report on communications, campaigns, and extend

NTWC's presence online. The role will also play a key role in improving membership and artists communications through platforms such as CRM.

Duties

The following accountabilities are not exhaustive and may include others as directed from time to time.

Strategic Marketing

- Implementation of the Festival Marketing plan which includes:
 - social media campaigns
 - development and distribution of print media
 - liaising with media outlets such as radio, TV and print
- Mapping our audiences to develop the best channels for promotions
- Developing a consistent branding strategy for the Festival and Annual Program
- Developing a consistent style guide for online and print media across programs
- Report regularly on engagement statistics and progress
- Implementation of content marketing plans and tactics to guide the production, curation, creation and publication of content across various paid and unpaid channels and audiences
- Develop and maintain processes and documentation to support content strategy
- Implement best practice content formats, channels, tools and methodologies, including Indigenous Cultural and Intellectual Property
- Work collaboratively with team members and stakeholders to ensure content has a clear distribution plan and that any new content meets marketing and business objectives.

Content Creation

- Produce high quality (written and visual) content for social posts and direct emails to drive engagement and local and interstate ticket sales for the Festival
- Oversee the production of key promotional material such as artist profiles, posters, bookmarks, flyers and programs and other collateral to a high standard, ensuring accuracy and quality at every stage
- Proof and edit all elements for style, substance, organisation, grammar, format and message
- Brief external agencies, freelancers and others to produce engaging content delivers on marketing campaign objectives
- Ensure the website remains up to date, easy to use and is search engine optimised
- Working closely with the Artistic Festival Director on festival marketing

Branding

- Develop and support the application of a brand style guide

- Enhance the range of templates and tools available to help achieve a more consistent look, feel and tone of voice across all NTWC touchpoints.

Service Delivery

- Work within the Policies and Procedures of the NT Writers Centre
- Follow WHS and best practice
- Demonstrate behaviours aligned with the Code of Conduct
- Participate in regular supervision, annual work plans
- Actively participate in all required training, inductions and development
- Actively participate in and attend organisationally required meetings in a positive constructive manner, offering balanced views and seeking solutions
- Actively supports and demonstrates inclusive behaviour and cultural safety with a zero tolerance for any bullying, harassment and inappropriate conduct.

Hours of Work

- The position is 15hrs per week
- Work hours must include Tuesdays
- Office shut down periods will be in December/January and June
- Consultation with Executive Director to determine a mutually acceptable work schedule
- Work can be completed from either office or as a Work from Home option
- Availability to work during the Festival is required (first weekend in June).

Other requirements

- Working with Children Check and satisfactory Police Check
- Occasional after hours and weekend work may be required
- Travel between sites may be required.