

Position Description: Project and Communications Officer responsibilities

Programming

- Coordinate programming logistics for events and festivals in consultation with colleagues and other relevant parties
- Coordinate the events and competitions calendar in consultation with colleagues and other relevant parties
- Program the regular Talking Writing events and other events as required, in consultation with colleagues and other relevant parties
- Assist the organisation's Program Manager and CEO in future planning and setting the strategic direction of programs
- Help develop the organisation's networks and connections with the writing community, including with emerging writers
- Manage the organisation's list of VIPs and important contacts and coordinate specific invitation lists for each event
- Coordinate other projects as required

Communications

- Research, develop, implement and evaluate marketing and promotional strategies for the organisation and individual programs using social media and other platforms
- Liaise with colleagues, partners and others to ensure communications are well targeted and effective
- Explore new avenues for promotion of the organisation and for building relationships with the writing community
- Assist in development of the website as a promotional and communications tool
- Produce marketing material as required, including media releases, website and social media content, content for *Newswrite* and *Newsbite* and other material as required
- Attend the organisation's events and generate conversations about them on social media and other platforms, especially Twitter
- Coordinate photographic, video, audio and other records of Writing NSW events
- Coordinate and produce the Writing NSW podcast channel
- Review and provide feedback on course titles, course program copy and other promotional materials to ensure they market Writing NSW and programs effectively
- Provide regular updates on communication strategies and outcomes for management and Board reports

Administration

- Plan and coordinate all logistical aspects of events and competitions, including booking travel and accommodation when required

- Plan and coordinate all logistical aspects of the organisation's public communications, including developing operational procedures and timelines
- Schedule events, festivals and competitions and establish timelines for all required activities
- Liaise with event speakers, formally confirming participation and establishing the basis for payment
- Coordinate design and printing of festival programs and manage distribution
- Develop and implement operational procedures for events including ticketing, name tags, volunteer coordination and rosters and information
- Coordinate staff and volunteers at events
- Coordinate competition judges, judging schedule and processing of entries
- Coordinate design and printing of entry forms and manage distribution
- Coordinate advertising for the Writing NSW magazine, *Newswrite*
- Provide regular updates on activities for reports to the Writing NSW Board
- Keep records of participation statistics for all events and prizes and document the process for acquittal and reporting purposes

Partnerships

- Assist in managing relationships with presenting and funding partners, including attending meetings as required
- Explore and help to develop new partnerships to extend the capacity of Writing NSW to deliver and promote its program
- Ensure all partner logo and signage requirements are met at events, on the Writing NSW website and in publicity

Finance

- In conjunction with the Program Manager, assist with the development of each project's budget including income and expenditure, setting of entry fees and identification and contracting of sponsors
- In conjunction with the Program Manager and/or CEO help identify opportunities and write applications for external funding
- Provide financial information to contribute to the organisation's overall accounts and budget as required

General

- Contribute to general Writing NSW operations and planning
- Provide regular updates and take minutes at staff meetings
- Provide first line of customer service, including responding to inquiries, taking bookings and staffing the Writing NSW building on Saturday mornings as required
- Coordinate volunteers and interns as required
- Undertake other duties as required