



Marketing Manager

Role Description

Employment Type	Part Time
Employment Term	6 January 2025 – January 2026 Earlier commencement date considered
Salary/Payment	\$70,000 + super, pro rata
Hours	0.6–0.8 FTE (hours vary with peak and low season)
Reports To	Artistic Director, Executive Director
Location	Byron Writers Festival office, Byron Bay

Overview

As Australia's largest regional writers festival, Byron Writers Festival attracts thousands of audiences annually to experience the best in literature and shared moments of human connection.

Byron Writers Festival is central to the literary, cultural and intellectual life of the Northern Rivers region and contributes to a vibrant arts sector nationally. We strive for a pioneering attitude to creativity, being a leader in the Australian arts community, accessible and inclusive programs, meaningful and enduring partnership, and a responsible approach to the environment.

Through our vibrant year-round program, we celebrate writing and storytelling, engage audiences with new ideas, and enhance access to literature. We have four flagship programs: the annual Byron Writers Festival, our free creative writing program for children, professional development services for our members, and our annual residential mentorship opportunity.

Role Purpose

The Marketing Manager plays an integral role in communicating the Byron Writers Festival brand and experience to prospective and engaged audiences. This role is responsible for devising, leading and implementing marketing and communications strategies according to the organisation's values, strategic plans and targets.

Working closely and collaboratively with the Artistic and Executive Directors, this creative and administrative role includes analysis of data and results to achieve ticket sales targets, membership growth and engagement of existing and new audiences. The Marketing Manager is responsible for promotion of year-round activities and the annual festival, and driving the organisation's identity through brand and voice.

Key Accountabilities

- Manage and deliver all owned print and digital channels for Byron WF, including web, eDM, social media, *northerly* member magazine and the print program for the annual festival.
- Ensure brand uniformity and a high standard of all collateral.
- Develop and deliver innovative marketing campaigns for Byron WF programs and activities, including the annual Byron Writers Festival in close consultation with the Artistic Director and Executive Director.
- Provide regular reports on ticket sales and campaign performance, and drive strategies to maximise sales, traffic and engagement.
- Develop, coordinate, proof and edit content for marketing and internal publications and collaterals, ensuring that all written communication and image captions are correct, cohesive and effective.
- Ensure that the Byron WF website and digital channels are regularly updated and developed as a marketing tool.
- Maintain and update Byron WF mailing lists for digital communications.
- Lead and manage schedule of eDMs and social media to communicate Byron WF key events and annual program of activities.
- Engage and manage personnel, contractors and consultants, e.g. photographers, publicists, designers, developers.
- Lead and manage strategic media and marketing partnerships to raise the Byron WF's profile and achieve its marketing objectives.
- Manage and track the marketing and communications budget for Byron WF to deliver all marketing and communications activity within budget.

Key Selection Criteria

1. Extensive experience in developing and executing campaigns
2. Sophisticated understanding of various communication channels and platforms, particularly social media, EDMs, and editorial
3. High level website competency, especially working with developers and designers
4. Experience in, and a keen eye for, graphic design and creating collateral
5. Strong written communication skills and attention to detail
6. Good understanding of literature and publishing, and literary audiences

How to apply

Applications must be received by **5.00pm Monday 21 October**. Please submit your CV (maximum two pages) and cover letter addressing the key selection criteria (maximum two pages) combined into one document to Shien Chee, Executive Director at shien@byronwritersfestival.com.

Interviews will be held at the Byron Writers Festival office in Byron Bay on Wednesday 30 and Thursday 31 October.

Byron Writers Festival is committed to building an inclusive workplace environment. We encourage applications from Aboriginal and/or Torres Strait Islander people and people from underrepresented backgrounds. We know that many talented people only apply for jobs when there is an exact match. If you don't fit all the criteria but believe this role is for you, we would very much like to hear from you.