Words on the Waves
WRITERS FESTIVAL
May 29 – June 3, 2024

Marketing Coordinator Role Description
The Marketing Coordinator will work closely with the Words on the Waves Writers Festival team to develop and deliver a powerful and authentic marketing strategy for the 2024 event, spanning digital and print collateral. This is an opportunity to contribute to the success of a thriving not-for-profit event fostering a vibrant arts and literary culture on the Central Coast.

About Words on the Waves
Words on the Waves is the first and only writers' festival to take place on the Central Coast, NSW. An annual festival with special events taking place throughout the year, Words on the Waves was founded in 2021 and in 2024 will celebrate its fourth year, May 29 - June 3, 2024.

FTE: 0.2 - 0.4 (Contract role, will vary according to project requirements)
Dates: January 2024 – June 2024
Reports to: Festival Director & Festival Board

Tasks
- ➔ Develop and deliver marketing strategy for Words on the Waves Writers Festival 2024, in keeping with the festival's aims, targets and mission statements
- ➔ Develop and deliver marketing collateral for the digital campaign, including: social media graphics Reels and posts; e-newsletters; website event pages and ticketing
- ➔ In collaboration with a graphic designer, develop and deliver marketing collateral for the print campaign including: print program booklet; posters; flyers; banners
- ➔ Gather and compile data and analytics to assist with end-of-event reporting

Essential Criteria
- ➔ Experience developing and delivering a marketing campaign in an event environment
- ➔ Highly developed communication skills with the ability to develop and maintain successful working relationships with a wide range of stakeholders, including artists, venues, media
- ➔ Creative and works well as part of a team, understanding the pressures of a not-for-profit environment

Viewed favourably
- ➔ Experience creating paid social media ads in Meta Business Suite
- ➔ Experience with Wordpress
- ➔ A knowledge of and passion for the Australian book industry
- ➔ Central Coast-based preferred