

Publicity Officer role (2022)

1. BWI website management

- Ensure contact details and BW competition pages are up to date and current (in particular the BW contests, which alternate from year to year)
- Update meeting details in the widget for easy reference
- Update competitions and opportunities page at least monthly, drawing on requests from organisations as well as own updates garnered from writers centre emails, social media, etc. Note: there is a file of past competitions to reference for upcoming repeat competitions
- Liaise with secretary and chair to ensure feedback and comments have been actioned where appropriate
- Post book reviews and other blog posts as provided – run an eye over for readability and proofing issues and provide feedback on any issues or changes

2. Social media

- Update social media accounts with BWI events information and other items of interest on as-needs basis

3. Book review group

- As well as posting the reviews and ensuring the reviews are in the consistent format, Publicity has been liaising with publishers and publicists for the provision of new-release review copies, which are supplied to the book review group liaison for dissemination

4. Member newsletters

- There are two regular mailouts via Mailchimp: 1. an email to those who have signed up to the member newsletter, twice a month ideally, and at least once to ensure meeting details are provided in a timely manner 2. competitions goes to a separate email list and provides new additions to the page since the last mailout. A members-only newsletter can be sent to financial members only as needed

5. Publicity for events

- Press releases and event details can be sent as needed to media outlets and writers centres and groups. There is a contact file for these. Local media would be targets for events being run by BWI – this would include ensuring events are logged on the Arts Atlas run by Creative Ballarat. A regular listing in the Ballarat Times' local organisation pages also appears (organised by the chair?).

6. Monthly meetings – planning

- Publicity has been liaising with Bunch of Grapes re: members nights and the AGM. Needs occasional checking up on as the BoG uses a paper diary and events can be missed.

7. Meetings – attendance

- It is useful if the committee can attend the members nights. Committee should also attend the AGM and regular planning and management meetings. Committee meetings have been, since the pandemic, conducted online.

8. Miscellaneous

Committee members may also volunteer to be involved in other BW activities. For example, Publicity organised and oversaw a workshop in 2021