

PUBLICITY OFFICER

The responsibilities of this role include, but are not limited to:

General

- To coordinate promotion of Ballarat Writers and its events through social media and local traditional media where appropriate
- To stay up to date with activities and events of other Victorian writers groups and organisations with a view to cross promote and collaborate
- Investigate opportunities for advertising and marketing of Ballarat Writers in general and for more specific events and competitions (for example, advertising in writer magazines and advertising sites)

Social Media and eNewsletter

- Send out fortnightly (or regular) eNews using the agreed app to all members and mailing list recipients
- In eNews, include details of upcoming events, competitions, workshops and membership renewal information
- Liaise with the membership coordinator regarding updating member list data and maintain up to date subscribers list in newsletter app.
- Maintain Ballarat Writers Facebook and Twitter feeds
- Liaise with interstate writers' organisations and groups for wider advertising of BWI's annual competitions

Website & Accounts

- Maintain all aspects of BWI website
- Ensure that all levels of information are accurate and easily accessible to members and general public
- Ensure swift removal of outdated advertising or information and replace with current on a regular basis
- Coordinate technical aspects of event booking app, OneDrive and NetRegistry accounts and offer support to committee members when needed.