



ROMANCE WRITERS OF AUSTRALIA

Position Description - Marketing Manager

Position title: Marketing Manager

Committee position: Portfolio Holder (Marketing)

Volunteer commitment: 7-8 hours per week (approximately)

Reporting to: RWAus Committee

About us

Since 1991 Romance Writers of Australia (RWAus) has been helping writers all across Australia (and beyond!) to follow their dreams. We provide support and inspiration while actively fostering opportunities for our members to engage in professional development, network with industry professionals, and pursue excellence in their writing and publishing careers.

About you

Communicating to our membership and promoting RWAus to the wider public is integral to helping the organisation achieve its vision. In your role as Marketing Manager, you'll be responsible for all aspects of internal and external communication. You'll be a proactive communicator with experience in marketing or public relations, and knowledge of graphic design principles. Your role will include managing RWAus' information and brand identity to ensure our members feel connected, engaged and supported. You'll liaise with the Committee, provide leadership and support to the Marketing team, and be RWAus' most vocal cheerleader.

Responsibilities

Committee

- Provide regular Committee reports on the actions undertaken within the Marketing portfolio.
- Be the liaison between the Committee and the Marketing team.
- Gather information from the Committee, relevant portfolio holders and other key stakeholders and present that information to the membership and other audiences in a professional and timely manner that enhances our brand.
- Consider marketing strategies, projects, and promotions that will enable us to support and retain current members while attracting newcomers.

Marketing team

- Actively recruit and develop a Marketing team that will include a number of key volunteer roles (see organisational chart).
- Represent the Marketing team at Committee meetings, including reporting on the duties they carry out as volunteers.
- Represent and provide support to the Marketing team.
- Hold regular meetings (3-4 times per year) to ensure that the Marketing team have key goals to meet, and the support they need to meet those goals.
- Develop and produce all marketing materials for RWAus' broad range of services,

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events, and other programs as required. This will involve drafting copy, getting copy approved, graphic design, print production and distribution.

- Oversee the website and other IT related software, systems, and processes.

Members

- Engage and interact with members via RWAus social media channels, Hearts Talk magazine, online newsletter, and other communication channels.
- Report any questions or concerns from the membership back to the Committee in a timely manner.

Goals 2023-2024

- Develop a marketing strategy with a reasonable budget and present at the September Strategy and Planning meeting.
- Work in partnership with Member Services Manager to revitalise the Welcome Pack and its distribution to new members. Present the draft Welcome Pack to Committee for ratification.
- Work with the Marketing Together to provide copy, images, and other assets for the new RWAus website.

Skills and experience

- Current financial member of RWA.
- A working knowledge of the organisation's structure.
- A professional background in marketing, public relations, journalism, or similar.
- Ability to develop strong relationships across the organisation.
- Excellent communication, organisational, and interpersonal skills.
- An eye for detail and data collection.
- Comfortable with spreadsheet maintenance and using Google+, or the enthusiasm to learn.
- Ability to work effectively in collaboration with diverse groups of people to encourage positive communication and commitment to service delivery.

DOCUMENT CONTROL			
Drafted by:	Marketing Manager - Louisa West	Date:	26 June 2023
Approved by:	RWA Committee	Date:	
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