



# ROMANCE WRITERS OF AUSTRALIA

## Position Description – Media and PR Coordinator

**Position title:** Media and PR Coordinator

**Volunteer commitment:** 5 hours per week (approximately)

**Reporting to:** Marketing Manager

### **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 Media and PR Coordinator, you'll be responsible for developing, sourcing and delivering content about RWAus. You'll be a proactive communicator with experience in marketing or public relations. Your role will include assisting with the management of RWAus' information and brand identity.

### **Responsibilities:**

#### *Marketing*

- Develop and maintain a media list of media outlets, journalists, podcasters, bloggers, and influencers to target for content pitches.
- Oversee the creative copy for the RWAus website. Manage the media page on the website and keep up to date with media releases, media contacts and media coverage.
- Create media releases, media responses, and other editorial content aligned with the RWAus brand and vision to raise our profile with general public and interested parties. Keep a register of all media editorial content in the RWAus G-Drive.
- Proactively identify PR opportunities and liaise with the RWA committee where necessary.
- Provide a monthly status report to the Marketing Manager, which will in turn be presented at Committee level.
- Develop event-specific marketing and media relations materials for key events, including but not limited to the annual conference, RWA workshops and the Academy.

### **Skills and experience**

- Current financial member of RWAus.
- A working knowledge of the organisation's structure.
- Previous experience in a media/PR role would be valuable.
- Excellent communication, organisational, and interpersonal skills. Experience writing copy. Ability to prioritise tasks and meet tight deadlines.

*RWAus - Position Description – Media and PR Coordinator*

- A creative approach to tasks and willingness to generate new ideas and add strategic value.
- A high standard of attention to detail across all areas of responsibility, including editing, proofing, brand management and project work.
- Ability to develop strong relationships across the organization and with external stakeholders.

DOCUMENT CONTROL			
Drafted by:	Events Manager - Rachael Johns	Date:	
Approved by:	RWA Committee	Date:	
		Date:	
		Date:	
		Date:	