



# ROMANCE WRITERS OF AUSTRALIA

## Position Description - Social Media Coordinator

**Position title:** Social Media Coordinator

**Committee position:** N/A

**Volunteer commitment:** 5 hours per week

**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

Social media is more important than ever before. You'll be responsible for developing and executing social media strategies to promote RWAus and engage with our community, including the creation of content around our services, programs, events, contests and more! You'll work with the marketing team and Committee members to increase our online presence, manage our Facebook and Instagram platforms, and foster a supportive and interactive community.

### Responsibilities

#### *Marketing team*

- Be responsible for the design of all social media graphics.
- Together with the Marketing Manager, develop and implement strategies and content calendars for the RWAus Facebook and Instagram accounts.
- Ensure that content is delivered consistently in a way that gives members and the wider community plenty of notice about our key offerings.
- Support the Conference team in providing graphic design and social media content to promote the annual conference and the events associated with it.

### Goals 2023-2024

- Set up strategies and content calendars for Facebook and Instagram. Deadline: TBD
- Create a schedule of content via the RWAus scheduling tool. Deadline: TBD

### Skills and experience

- Current financial member of RWAus.
- A working knowledge of the organisation's structure.
- Ability to develop strong relationships across the organisation.
- Excellent communication, organisational, and interpersonal skills.
- A high level of skill in Canva and an eye for sophisticated design.

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DOCUMENT CONTROL			
Drafted by:	President - Louisa West	Date:	11 November 2023
Approved by:	RWA Committee	Date:	
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