



October 2021

## **Listowel Writers' Week Job Vacancy**

Exciting Opportunity to Work with Listowel Writers' Week – P/Time Marketing Assistant

Listowel Writers' Week is currently recruiting a Marketing Assistant to join the dynamic LWW Team and collaborate on various activities over the coming months. We are looking for proactive, ambitious, creative thinkers who enjoy being part of a team, and assisting with planning a diverse and inclusive programme for our 2022 festival programme, with more exciting bits in between.

Briefly, the successful candidate will assist in the following areas:

- Publishing online and offline content on the festival
- Liaising with Art Practitioners, publishers and media
- General Administrative duties

The role will require that you are available to work on-site at LWW and at home. The position is part-time – 18hrs per week.

Experience in administration applications such as MS Word and online marketing platforms are advantageous. While the role is skill-specific, candidates will be provided with opportunity to expand on additional aspects while working with the LWW Team.

This position will run from November 2021 – July 2022. The salary amount will be shared upon interview.

The start date is November 2021.

## **Details on Job Spec**

### **Key Roles:**

Assist with marketing operations, general administrative duties,

Liaising with Art Practitioners, publishers and media

**Responsibilities:**

- Assist with planning and hosting events
- Research marketing trends and conduct market analysis
- Monitoring social media platforms – trending news, ideas and feedback
- Assist with daily administrative duties – filing, processing mail and phone calls, sales
- Proficient on MS Office – Word, Excel, PowerPoint, Outlook, etc.
- Design and present new social media campaign ideas
- Research and evaluate competitor marketing and digital content
- Contribute to the creation of content, email campaigns, social media content and marketing collateral
- Assist in the maintenance of the website and SEO
- Analytics – Google, Facebook, etc.
- PR and communications

**Requirements:**

- Self-motivated & Pro-active
- Excellent communication skills – verbal and written
- Energetic and passionate about marketing the festival
- Ability to meet deadlines and works well under pressure
- Work on own initiative and as part of a team
- Excellent organisational and time management
- Enjoys creative thinking, innovation and problem solving
- In-depth knowledge of marketing techniques & social media platforms including Facebook, Twitter, YouTube and Instagram
- Interested in self-development – training and up-skilling including digital marketing and sales software
- Experience in graphic design, and image and video editing is an advantage
- Experience in videography, and the development of posters and brochures is an advantage
- Must be fluent in English

In return you will gain experience working with a festival team who will be dedicated to supporting your professional growth.

If this sounds like you, then we would love to hear from you. Please send your CV and Cover Letter to Sharon Hartnett at [sharon@writersweek.ie](mailto:sharon@writersweek.ie) before November 1<sup>st</sup>, 2021.