

New Welsh Review

Marketing & Publicity Officer

Desired Skills, Qualities & Experience:

Track record in marketing, publicity, copywriting, selling, fundraising, event management, marketing on digital platforms and/or handling web content; proactive attitude, ability to prioritise, high level of literacy, good interpersonal skills, attention to detail and ability to stay on-task independently.

Remuneration:

£9000 (fee for 14 hours/week, freelance basis)

This role is offered on a freelance basis (preferred model: working from home one day and at our Aberystwyth office on the second), the equivalent of 14 hours/week throughout the year and especially in response to a monthly publication cycle.

Job Description

The Marketing & Publicity Officer is responsible for developing and implementing a marketing plan which combines raising sponsorship & advertising income, publicising editions in varying formats including online supplements, website content upload, and raising the New Welsh Review's general profile, including through regular use of social media.

Reporting: directly to the Editor

The main duties of the role are:

Marketing

- Develop and implement an annual marketing plan (including a Christmas offer) to an agreed budget in order to maximise subscriptions and sales of the magazine as well as online reach; translate new branding into marketing materials.
- Raise £8000 sponsorship via the annual New Welsh Awards, co-ordinate the entries procedure, organise and publicise longlisting and shortlisting milestones and run the final ceremony.
- Analyse and report annually on marketing activities to the Board of Directors and to WBC, specifically in relation to funding bids to the Welsh Books Council.
- Hold annual sales meetings with WBC representatives; research and develop potential distributors in addition to WBC.
- Prepare and distribute promotional copy (including press releases and AIs) for the general media and key agencies.
- Sell and position advertising and insert space for editions across formats.

- Ensure that the annual income target from sponsorship, advertising and insertions is achieved.
- Maintain and build on relationships with key partners.
- Co-ordinate subscription renewals with New Welsh Review's Administration and Finance Officer.

Digital

- Develop NWR's digital strategy, including social media presence, in order to maximise its potential as a window to the magazine and as a tool for encouraging subscriptions and sales.
- In conjunction with the Finance & Administration Officer, Gardners and Exact Editions, stimulate the uptake of digital sales and subscriptions
- In liaison with the editor, ensure that the magazine's website is content-rich, up to date, accurate and functioning correctly.
- Distribute and promote new online content via social media and e-newsletters, ensuring best practice in terms of high opening rates.

Other duties

- Attend board meetings in order to report on marketing matters.
- Assemble sporadic questionnaires to customers.

How to apply:

Please attach to a message with subject line 'Marketing Vacancy':

- A covering letter, including full contact details
- A fully updated CV
- Your application should also include a separate written personal statement of no more than 500 words outlining why you would be suitable for this position and what strengths your experience and personal qualities would bring to *New Welsh Review*, with regard to the job description.
- Two references, one from your current or most recent employer or client

Please email your application to editor@newwelshreview.com by **midnight Wednesday 25 February 2015**.

Gwen Davies, Editor
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