

New Welsh Review

Marketing & Publicity Officer

Desired Skills, Qualities & Experience:

Track record in marketing, publishing, 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; employment model negotiable*)

This role is offered on a freelance basis* (preferred model: working from home one day and ideally 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 advertising income, marketing and publicising editions in varying formats including online supplements, website content upload, marketing, running the New Welsh Writing Awards and Readers' Poll, marketing one or two titles annually on the New Welsh Rarebyte imprint and raising 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.
- Raise £4000 sponsorship** via the annual New Welsh Awards, stimulate and co-ordinate entries, organise and publicise longlisting and shortlisting milestones and run the final ceremony.**Aberystwyth University is our current Awards sponsor
- Analyse and report annually on marketing activities (especially in relation to website hits and Vimeo play figures) to the Board of Directors and to WBC, specifically in relation to funding bids to the Welsh Books Council.
- Prepare and distribute promotional copy (including press releases and AIs for publications and Awards landmark stages) 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 inserts is achieved.
- Maintain and build on relationships with key partners.

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 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 8 annual e-editions (including marketing content where necessary), ensuring best practice in terms of high opening rates.

Other duties

- Attend board meetings in order to report on marketing matters.
- Assemble & distribute a customer questionnaire during 2018, to include market research on NWR's higher tier offer.
- Complete subscription drive to institutions

How to apply:

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

- A covering letter, including full contact details
- A fully updated CV including 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 Bronwen Williams admin@newwelshreview.com by **midnight Wednesday 22 November 2017. We plan to hold interviews on campus at Aberystwyth University on Wednesday 6 December; offer a paid handover half-day before Christmas, and a job start date of 9 January 2017.**

Gwen Davies, Editor
New Welsh Review
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