

## **Geelong Writers Media & Communications Coordinator**

This is a volunteer position responsible for coordinating the promotion of Geelong Writers and its events through its digital channels and through local traditional media where appropriate. Responsibilities include the e-zine, social media and website management.

### **E-zine:**

To provide a monthly emailed newsletter via Mailchimp that promotes Geelong Writers within the community, encourages membership and provides material of interest and value to our members who are from a wide range of demographics.

#### **1. Design the e-zine in Mailchimp (Detailed information is available)**

##### **Regular contents in the e-zine include:**

- Events
- Competitions and Opportunities – local and further afield.
- Promotion of members and their writing
- Reports (provided by the President and facilitators, and to be included with images where possible)
- Resource of the Month
- Promotion of Geelong Writers members' nights and publications
- Other featured articles as they arise.

#### **2. Update membership details in Mailchimp**

#### **3. Each month send out the e-zine to subscribers and members**

Co-curating and co-editing of the e-zine would be beneficial to Geelong Writers as it allows for collaboration and hence greater creativity and potential connection with a wider audience and networks. It would share the workload amongst the volunteers plus share the knowledge, providing greater resilience within the organisation.

Skills learned eg research, design and layout, editing, use of Mailchimp are all transferable to the workplace.

### **Social Media:**

Help maintain Geelong Writers Facebook page and Instagram (Instagram – provide relevant links to the website via linktr.ee).

Share relevant posts on a daily basis.

Liaise with admin, coordinators and members to post content relevant and timely content.

### **Website:**

- Manage the content on the Geelong Writers website, ensuring that the site is relevant, navigable and user-friendly.

Innovation is encouraged within all aspects of the role.

Detailed information regarding the role and use of Mailchimp is available.