

POSITION TITLE: **MARKETING MANAGER**

Location: **Broome**

Reports to: CEO

Position Context

Reporting to the Chief Executive Officer (CEO), the Marketing Manager is responsible for Magabala's marketing, publicity and communications activities. The purpose of the role is to maximise sales of Magabala's titles and increase the profile of our authors, titles and the Magabala Books brand.

About Magabala

Magabala Books is Australia's leading Indigenous publishing house. Aboriginal owned and led, we celebrate and nurture the talent and diversity of Aboriginal and Torres Strait Islander voices.

Magabala publishes between 10 -15 new titles each year across a range of genres, including children's picture books, memoir, fiction (junior, YA and adult), non-fiction, graphic novels, social history and poetry. Our commitment to developing new and emerging Indigenous writers, illustrators and supporting the work of oral storytellers, sets us apart.

Our award-winning titles are recognised for their literary merit, cultural significance and contribution to the canon of Australian literature.

Magabala Books is an advocate and guardian, protecting the cultural and intellectual property rights of all our creators. We play a significant advisory role within the publishing industry, modelling best practice for the publishing of Indigenous stories. Magabala also delivers a range of innovative social and cultural initiatives. Every Magabala book is an investment in Indigenous creative, cultural and economic futures.

In 2019 Magabala was the fastest growing independent publisher in Australia, with a turnover under \$10 million (AC Nielsen Bookscan) and shortlisted for Small Publisher of the Year in 2017 and 2019.

Position Details

- Hours: Full-time
- Supervises: new part-time position to be created in 2020: marketing assistant/digital/design officer.
- Salary: commensurate with qualifications and experience, and will be negotiated with the successful applicant.
- Benefits: 5 weeks annual leave per annum, plus 17.5% annual leave loading on base salary, 12 month bonus \$1000 before tax pro rata full-time, salary sacrifice packaging available see <https://www.accesspay.com.au/> and remote area rental salary sacrifice options available.
- Location: Broome. However, *for the right candidate*, an expression of interest to work remotely from elsewhere in Australia, may be considered.

Duties and Responsibilities

Manage Magabala's marketing, publicity and communications activities including:

- Develop and review annual marketing plan.
- Develop and implement marketing campaigns that maximise the profile of Magabala's authors and their books, both in Australia and overseas.
- Promotion of the Magabala brand.
- Manage positive and productive relationships with:
 - Magabala team/units – publishing, sales etc;
 - Authors and illustrators following completion of editorial process;
 - Magabala's distributor New South Books;
 - External publicists;
 - Rights agent.
- Provide input into budget development, and manage expenditure for marketing activity within allocated budget.
- Respond to correspondence and requests, eg. author appearances, promotional material, review copies.
- Co-ordinate Magabala's involvement in literary festivals and other key events.
- Manage literary award entries.
- Undertake public relations activities, including proactive and reactive media management and communications activities. Collaborate with the Project Officer in relation to communications activities supporting special projects and philanthropy.
- Manage and continuously improve Magabala's online presence including its e-commerce website, social media channels, e-newsletters, new release updates etc.
- Develop specific promotional strategies for children's and YA books into the education sector.
- Local event management.
- Development of promotional material.
- Contribute to the organisation's strategic and operational plans, and reporting requirements.
- Develop and implement promotional strategies for the Magabala bookshop in association with the Business Manager and retail staff.
- Manage one part-time marketing assistant/digital/design officer to support Magabala's marketing and publicity requirements
- Other duties as directed by the CEO.

Skills and experience

The successful applicant will have:

Qualifications

- Degree level qualifications in marketing, media/communications; or
- Demonstrated relevant industry experience.

Knowledge, Skills & Experience

- Demonstrated experience in developing and managing author/client relationships and high-level relationships with media and key stakeholders.
- Demonstrated skills in designing effective marketing campaigns.
- A developed understanding of brand strategy.

Knowledge, Skills & Experience cont.

- A proven interest in books and reading.
- Experience working in marketing and communications is essential, with book industry experience desirable.
- Experienced in dealing with national and local media (print and electronic).
- Experience working in a cross cultural environment is desirable.

Personal Qualities

- As an Aboriginal corporation publishing Aboriginal and Torres Strait Islander authors and illustrators, an essential criteria is an openness to learning, and the ability to receive (and give) feedback constructively.
- Highly developed written and verbal communication skills, particularly in developing strong working relationships with our authors, distributor, retailers and media.
- Demonstrated ability to work collaboratively with colleagues.
- Demonstrated ability to focus on specific tasks assigned to the position, to ensure deadlines are met.
- Demonstrated high levels of initiative.
- Demonstrated high level inter-personal skills.
- Self-motivated, ability to work unsupervised.

How to apply

To apply, send us an EOI of no more than 2 pages that tells us why your skills and experience make you the right person for the job, along with your resume and at least 2 professional referees.

For more information email the CEO, Anna Moulton on ceo@magabala.com or call (08) 9192 1991 after 12 January 2020.

Expressions of interest close 5pm WST Thursday 30 January 2020.

Aboriginal and/or Torres Strait Islander people are strongly encouraged to apply for this position.