

Marketing & Events Assistant or Coordinator

POSITION DESCRIPTION

FTE Part-time 0.8 FTE 4 days a week (Full-time 1 FTE negotiable)
Salary Package Salary range of \$75,000–\$85,000 (full-time equivalent, paid pro rata for part-time, excluding superannuation) is offered for this role with salary negotiable dependent on qualification and experience.

Other benefits include:

- 17.5% annual leave loading on base salary.
- 12 month's service bonus of \$1000 before tax, pro rata full-time.
- 5 weeks annual leave per annum, pro rata full-time.
- Plus 1 extra public holiday day per year for NAIDOC week.
- Note annual bonus leave at Christmas subject to Board discretion.
- Salary sacrifice packaging is available at the discretion of the employee.

This is an Aboriginal and/or Torres Strait Islander identified position under section 50D of the Equal Opportunity Act 1984 - meaning only Aboriginal and/or Torres Strait Islander people are eligible to apply.

Location: Rubibi (Broome), must be prepared to live and work in Rubibi (Broome).

Reports to: Marketing and Publicity Manager

Responsibilities: To assist, or depending on experience, coordinate Magabala's marketing and publicity activities across a range of functions including social media, community engagement, publicity, marketing campaigns, promotions and administration.

About the Role

Magabala Books is seeking a motivated and creative person interested in marketing, events, social media and community engagement with excellent written and communication skills to join our dynamic team as the Marketing & Events Assistant or Coordinator (depending on experience and qualifications). This is an exciting opportunity to support and celebrate the work of Aboriginal and Torres Strait Islander storytellers, writers and illustrators from around Australia.

Working under the supervision of the Marketing and Publicity Manager, the successful applicant for this role will provide marketing and event support across a range of functions, including social media, community engagement, marketing campaigns and promotions, and administration. The role of Marketing & Events Assistant or Coordinator has broad engagement with creators and other partners, and enjoys collaborative and creative input, within the marketing team and broader organisation.

The successful applicant must be passionate about supporting and celebrating the work of Aboriginal and Torres Strait Islander storytellers, writers and illustrators.

About Magabala Books

Magabala Books is Australia's leading Indigenous publishing house.

Proudly Aboriginal led, Magabala is an internationally-recognised and award-winning publisher based on Yawuru Country in Rubibi (Broome) that has been celebrating Aboriginal and Torres Strait Islander stories since 1987.

Currently we publish between 15-20 new titles a year, including children's picture books, junior and young adult fiction, adult fiction, memoir, non-fiction and poetry. More than a publishing house, our unique cultural, developmental and advisory role sets us apart.

Our approach

We put First Nations people, communities and cultures first:

- We are proud to be Aboriginal led and publish First Nations stories
- We prioritise First Nations storytellers and creators and their needs
- Aboriginal people are involved in decision-making at all levels of our organisation (nothing about us, without us)

We create culturally safe and supportive spaces for First Nations people:

- We believe in deep listening
- We redefine what 'professional' means

We are timeless, not trendy:

- We believe there is room for all types of storytelling, at all levels, for all people
- We respect the right of First Nations creators to tell the stories they want to tell, and how they want those stories to be shared
- We prefer to be right, not first
- Culturally safe, First Nations-led publishing takes time to get right, and no time at all to get wrong
- In collaboration with our creators, we work to our timelines, not other people's.

Our workplace culture

Our small, high-performing team has created a safe, open and enjoyable workplace culture based on collaboration, care and mutual respect. The majority of our staff work in-house at our office in Rubibi (Broome). However, we have a number of staff and Board members based across the country and we stay connected through teamwork, phone and video conversations, online chats and gifs, and annual trips to Rubibi (Broome).

Magabala key skills and knowledge

All of Magabala Books staff are required to demonstrate the following:

- An understanding and championing of First Nations publishing and the rights and wellbeing of First Nations creators.
- Appreciation for the culture of Magabala Books and our point of difference.
- Responsive people-skills and ability to contribute to and collaborate with Magabala's close-knit team.
- An understanding of the difference between colonial load and cultural responsibility and how these can either positively or negatively impact the success of First Nations staff and Magabala as a whole.
- Diligence and industry, being able to work alone and as part of a team

- Have outstanding interpersonal skills.
- Provide creative inspiration to the role.
- Be organised, detail-oriented, flexible and able to set schedules and meet deadlines.
- A commitment to the wellbeing of other team members in the management of time, energy and workloads.

Role specific key tasks & responsibilities

Community Engagement

Assist with or, depending on experience, lead the coordination of:

- activities to promote Creator wellbeing and excellence
- Magabala's presence at Kimberley specific events like NAIDOC Week and Kimberley Women's Forum
- activities to engage with the Magabala First Nations community

Marketing campaigns and promotions

Assist with or, depending on experience, lead the coordination of:

- marketing activities for Magabala's new and backlist titles
- marketing activities for Magabala's brand, Rubibi shop and online store
- advertising schedule and asset delivery
- The development of design briefs for collateral and promotional assets
- The creation and delivery of promotional and competition activities
- Magabala Book's response to industry requests

Events

Assist with or, depending on experience, lead the coordination of:

- Book launches in Rubibi and around the country
- Magabala's attendance at award ceremonies
- Bookseller conferences
- Education conferences
- Rubibi-based community events, in support of the Impact team

Digital Marketing

Assist with or, depending on experience, lead the coordination of:

- Writing content for and creating the Magabala Books e-newsletters
- Content creation and updates on the Magabala website where relevant
- Coordinate social media planning and content generation with the Marketing and Publicity Manager and Publicist
- Monitor and respond to social media questions and comments in a timely manner
- Keep up to date with trends and changes in the industry

Administration

Assist with or, depending on experience, lead the coordination of:

- Award Entries and maintaining an up-to-date Awards calendar
- Keeping relevant marketing spreadsheets and calendars up to date
- Keeping contact databases up to date
- Ad hoc mail requests
- Other duties as may be directed by the Marketing and Publicity Manager

Note: this role does not have any publishing or editorial duties