



Social Media & Marketing Manager (NSW based)

The social media and marketing manager roll works across all platforms (social media, edms etc) to maintain a schedule for social media output and promote Runway efficiently and effectively to a broad range of people.

This role would be great for a marketing whizz who is well informed about what is happening locally interstate and internationally, and is interested in exploring new ways for Runway to reach a wider audience. You will be working with the events/ development managers.

Responsibilities:

- + Across of relevant events and opportunities in the arts and find links to Runway readership/ writers/ content
- + Create and maintain ethical, professional social media presence
- + Follow Social Media and Marketing guidelines
- + Maintain channels on Facebook, Instagram, Twitter and E-News
- + Be involved in building audience and pursuing new avenues to communicate with a broad range of potential Runway supporters
- + Prepare and present reports for Board Members
- + Provide support, structures and systems for board members to communicate information about their perspective events and launches
- + Work with Events and Community Builder position and Development Officer to ensure that Runway is reaching key audiences and continuing with key strategies
- + Organise, prioritise and program social media and marketing content in advance

Desirables:

- + Experience in Social Media and Marketing planning, development and production
- + Highly developed written skills

- + Highly developed visual skills
- + Ability to plan and forward think
- + Aware of the key audiences, businesses and institutions that Runway should be talking to

Email Sian at sian@runway.org.au for more information/ a chat!