



INTERNATIONAL MEDIA COORDINATOR UBUD WRITERS & READERS FESTIVAL AND UBUD FOOD FESTIVAL

KEY RESPONSIBILITIES

Publicity

- Develop and implement the International Media Strategy for both Festivals, including key messages, key audience segments and demographics, and primary media channels
- Develop and deliver timeline of media phases and opportunities
- Secure editorial coverage of the Festivals in English-language national and international outlets, both pre- and post-event
- Cross-promote with likeminded events and literary publications
- Liaise with Festival speakers or their PR representatives to arrange interviews prior to the event

Partnerships

- In collaboration with the Marketing Manager, develop the Media Partner proposals
- Secure and manage national and international English-language Media Partnerships, including the delivery of advertising and editorial materials
- In collaboration with the Partnerships team, identify and pursue funding to secure media presence at the Festivals (eg sponsorship of journalist flights)

Digital Marketing

- Assist with production and posting of daily social media content, including blog series, for both Festivals

Analytics and Reporting

- Conduct year-long media monitoring and monthly social media monitoring
- Assist with collection of publicity and media partnership-related data for end of year reports

Program Content

- Assist with copywriting for each Festival program, including Festival information, event blurbs, and bios as required
- Assist with the accuracy-checking and upload of all material for each Festival's digital program release and program brook



Media Events

- In collaboration with the Partnerships team and National Media Coordinator, manage the Media & Writers Drinks and Press Call

Accredited Media Attendance

- Encourage journalist attendance as Accredited Media at the Festivals and Media Events
- Encourage pre, during and post-Festival coverage from Accredited Media
- Update English-language Accredited Media guidelines

Media Center

- With the National Media Coordinator, select appropriate volunteers for the Media Center
- Update English-language guidelines for Media Center volunteers
- Management of the Media Center and volunteers
- Management of the daily interview schedules, and connecting journalists with speakers