

■ *Overland* publicity officer

Job title: Publicity officer

Reporting to: Editor and general manager

Salary: \$11,040 per annum, or \$920 per month (paid monthly); plus 9.5% superannuation

Hours: Permanent part-time (one day a week, or seven hours); this is a one-year contract position

Location: Victoria University, Footscray Campus, Room G517

Closing date: 11.59pm, Thursday 10 March 2016

About *Overland*

Overland is a major literary journal with a long and distinguished history, publishing excellent and progressive fiction, poetry, nonfiction and art. *Overland* is a dynamic publishing project that includes a quarterly print magazine, a daily online magazine, digital editions experimenting with form, an events program and a series of prestigious literary competitions.

The position

Overland's publicity officer works primarily with the editorial team to assist in promoting *Overland's* ongoing program of events, including print editions, the online magazine, special editions, events, launches, competitions and other activities. The publicity officer helps plan and coordinate publicity for *Overland* activities, and implement marketing and promotional strategies to achieve growth, particularly with regard to the coordination of events and the annual Subscriberthon.

Key responsibilities & duties

The successful applicant will:

- Increase *Overland's* visibility in the wider media landscape
- Promote and grow *Overland's* reach and influence
- Create content for social media platforms and event-based and promotional content for the *Overland* website
- Write and distribute media releases
- Collaborate with staff on the development of a social media strategy
- Maintain records, including monitor *Overland's* KPIs and other targets
- Produce marketing materials as required (basic posters, invitations, etc.)

Experience and skills required

- Familiarity with *Overland*, its mission and objectives
- Involvement with the publishing industry, including a knowledge of contemporary writers, editors and publications
- Flair for and experience in pitching stories to media
- An established media network (preferably nationwide)
- Excellent communication skills, including writing ability
- Imagination and strategic thinking
- Marketing experience, or experience in negotiating sponsorship or partnership arrangements
- IT literacy, including experience with social media and the internet
- Some experience with Adobe Creative Suite
- Demonstrated commitment to progressive politics and an inclusive work space
- Experience with WordPress or other CMS (optional)

Applicants should send their resume and cover letter to Jacinda Woodhead at overland@vu.edu.au

For more information please contact the *Overland* office on 03 9919 4163. Ask for Jacinda or Alex.