

It's a rare opportunity to find a project that so thoroughly blends the creative, the technical, and the curatorial in the way the Digital Writers' Festival does. To be granted the remit to shape an innovative festival, while receiving support from a literary organisation with a proven track record, was incredible – and I'm more excited than anyone to see what happens to it next.

Connor Tomas O'Brien, Outgoing Digital Writers' Festival Director, 2014 - 2015

The Emerging Writers' Festival (EWF) invites applications for the exciting position of Digital Writers' Festival (DWF) Director. The Festival Director will lead the artistic direction of the DWF and deliver high quality, diverse and dynamic programs in support of the emerging writers community.

Digital Writers' Festival

The Digital Writers' Festival (<http://digitalwritersfestival.com>) is a first of its kind, world-leading program that promotes Australian writers to new audiences, fosters collaboration between writers online, and increases the accessibility of writers' festivals. The DWF is a completely online festival offering a variety of festival experiences in online form. The Festival consists of a series of events, discussions and online activities that leverage technologies that have reached broad accessibility, enabling participation by attendees who traditionally experience barriers to access, including regionally-based audiences and writers with a disability.

The aims of DWF are to provide skills development opportunities for writers and content creators in digital environments, enabling them to build and identify new audiences. The DWF includes panel sessions that offer both real-time and pre-recorded video interactions, discussions that traverse platforms and build on the capacity of mobile devices, and intimate workshops that offer opportunities for participants located around Australia to connect and learn with and from each other.

Emerging Writers' Festival

The EWF is an independent arts organisation based in Melbourne's Wheeler Centre for Books, Writing and Ideas. The EWF promotes the interests of emerging writers working in all styles, genres and forms – it looks to improve the opportunities for professional development, facilitates access to the writing community, and promotes engagement with the broader public. The annual festival is a key event on Australia's literary calendar, drawing visitors from across Victoria, interstate and around the world.

For more information about the Emerging Writers' Festival, please refer to our website at www.emergingwritersfestival.org.au

Key role accountabilities

The Digital Writers' Festival Director will directly report to the EWF Executive Team and is accountable for the following:

Artistic direction and programming

- Design and deliver an innovative and engaging program of digital events in line with the organisation's strategic direction – including but not limited to, the main Digital Writers' Festival (currently planned for the 1 – 11 November 2016), digital programming at any EWF events/programs, and additional opportunities as they arise.
- Report and work with the Digital Program Advisory Committee (DPAC) and EWF Festival Director to develop the Digital Writers' Festival 2016 programming.
- Identify and develop artistic digital programs and strategic relationships between the EWF and other peak literary organisations, both nationally and internationally.
- Initiate and coordinate projects to further the artistic mission of the EWF, in line with current policy and planning, in consultation with EWF Executive Team.
- Evaluate and report on all digital events, including conducting an annual survey and ongoing feedback from artists, DPAC, attendees and EWF Board.

Management – General

- Ensure the EWF's policies and procedures are adhered to in all activities with all staff and artists.
- Create and manage the digital program timeline.
- Project-manage all digital events to ensure their smooth running and effective implementation.
- Establish and maintain a good working relationship with the management and other residents of The Wheeler Centre.
- Manage all digital programs databases and administrative processes.

Management – budgeting and financial

- Coordinate and monitor the budget of the DWF, including the budgeting of administrative, artistic and technical areas of the digital program:
- Monitor and report regularly on the project budget.
- Oversee digital program ticketing systems.
- Manage advertising for the digital programs, including identifying opportunities and securing minimum advertising levels.

Funding – government and philanthropic

- Actively seek new funding opportunities, including grants, and maintain relationships with key contacts.
- Identify, write and acquit high-quality grant applications.
- Work with EWF Executive to prepare funding applications.
- Acquit grant funds on time and to the standard expected by the funding body.

Funding – sponsorship and fundraising

- Liaise regularly with the EWF Executive Team to identify and develop sponsorship and fundraising opportunities.
- Identify and pursue opportunities for partnerships.

Marketing and promotion

- Design and deliver the marketing and promotional strategy for the 2016 DWF.
- Create content for outside publications and websites as required to further promote DWF and the digital programs.
- Represent the public face of the digital programs as required for all media outlets, sponsors, partner organisations and industry bodies (this may include attending events outside of normal office hours).

Board reporting and liaison

- Report, as requested, to the EWF Board.

Selection criteria

The Festival Director will need to demonstrate:

- well developed depth of knowledge of the literary sector, online literary communities, and contemporary digital media;
- demonstrable track record of success in developing and delivering innovative and engaging artistic programs across digital spaces;
- demonstrable track record of building and engaging a community of writers, with particular focus of online communities;
- outstanding leadership skills and a proven ability to work collaboratively within a small team, achieving buy in from internal and external stakeholders, particularly in the context of digital content and/or spaces;
- outstanding presentation and communication skills and sound judgement communicating effectively across social media and online spaces;
- skills in website design and development are not essential, but will be considered favorably.

The Festival Director should also demonstrate the following personal characteristics:

- High energy, drive and resilience;
- Natural and authentic leader – highly ethical, assured in all environments, poised and inspiring;
- Innately inclusive, creating a trusting work environment; and
- Curious and optimistic about the future.

Terms & conditions

- Remuneration c\$56k (full-time) including superannuation
- This is a part time position (0.8 EFT) located at the Emerging Writers' Festival office, third floor, The Wheeler Centre, 176 Little Lonsdale Street, Melbourne, VIC 3004.
- It is expected the incumbent will work the hours required to successfully deliver the responsibilities of the position. This will include evening and weekend work from time to time.
- The incumbent will be appointed for a fixed term contract of seven (7) months and a two (2) month probation period applies.

Application process

Your application must include a covering letter, a statement addressing the selection criteria and your current resume including two professional referees. Your application must be saved as one file (word or PDF) with your surname as the file name.

For further information about the role please call Kate Callingham, General Manager of the Emerging Writers' Festival on 03 9094 7877.

Apply by email: generalmanager@emergingwritersfestival.org.au
(use subject line APPLICATION: Digital Writers' Festival Director).

Applications close 12pm Monday 6 June 2016.

Interviews for the position are expected to take place Thursday 9 and Friday 10 June 2016.

It is expected that the incumbent will be available to begin from Monday 4 July 2016.