

NAWE Conference and Participation Programme

PR and Marketing Brief

About NAWE

NAWE (the National Association of Writers in Education) is a writer development organization that is the national voice for writers working in education and community settings. We support a membership of 1400 but also work with the sector as a whole, partnering with organization across the UK and internationally.

NAWE's vision is a future in which everyone has the opportunity to engage in creative writing, whoever they are and wherever they live.

Our mission is to advocate for creative writing: enhancing knowledge and understanding of the subject and developing and supporting writers and good practice in teaching and facilitation in all settings.

We're a registered charity, supporting writers, writing facilitators and the sector as a whole, providing programmes, information and advice on professional development for writers and other literature professionals across the UK.

As the UK's Subject Association for creative writing, NAWE promotes Creative Writing as both a distinct discipline and an essential element in education generally.

Our membership is national and international and includes those working in Higher Education, the many freelance writers working in schools and community contexts, and the teachers and other professionals who work with them.

The NAWE Annual Conference

This is the essential UK event for all those involved in the teaching of writing, enabling members and others to share their experience of teaching writing at all levels and to address current issues. The conference combines a curated strand of talks, panels and readings along with a contributed programme of workshops, panels and discussions where everyone has a contribution to make.

Writing in Education

The NAWE journal features articles on the writer's craft, critical issues and workshop techniques, plus a wealth of news items and reviews; published in 3 editions each year and mailed free to all members.

Writing in Practice

Peer reviewed academic journal of current creative writing research, that aims to explore the nature of the art of writing, highlighting current academic thinking and practice, and reflecting on this with an international outlook.

Online Resources

The NAWE website has details of all the latest jobs, opportunities and events for writers throughout the UK. The Archive (accessible to members only) contains everything that we have published since the organisation was founded - over 500 articles covering the very wide range of our members' activity, an invaluable resource for anyone teaching writing, planning a project or undertaking research.

Professional Directory

Our listing of professionals suitably experienced at working in educational settings is the prime source for schools and others wishing to engage writers to run workshops or residencies.

Professional Development Programme

NAWE is committed to ensuring that all writers working in education are prepared to the highest professional standard. We offer a range of training days for writers and teachers, plus one-to-one sessions to help members plan their writing careers.

Higher Education Network

Open to all universities, this wing of NAWE addresses the many issues facing those teaching and studying on Creative Writing programmes throughout the UK.

Membership

NAWE offers various categories of membership to cater for different needs. It is the strength of our membership that helps to create so many new opportunities for writers.

What we Need

NAWE is seeking a **freelance PR and Marketing professional** with great social media skills to support us in promoting two areas of work over the coming months:

1) NAWE Conference

- March 10-11 2023, Online
- Mix of high-profile speakers and panels, presentation of academic research, workshops and discussions.
- Target audience – NAWE members, the UK and international literature and creative writing sector

2) Professional Development programme

- November 22 – March 2023
- Regional Networking events
- Open Space
- Target audience – NAWE members and the wider sector of writers building portfolio careers.

As well as increasing the reach of our programmes and events, the PR and Marketing activities will build the profile of NAWE in general, with the aim of attracting new members.

Objectives

To create and deliver a PR/marketing and social media strategy

Activities

- Developing PR/marketing and social media strategy
- Building marketing partnerships for promotion
- Intensive marketing to peer networks and literature and creative writing audiences
- Focused social media and marketing campaign
- Engagement with membership

Outcomes

- Encourage the sector to submit proposals for the NAWE conference
- Promote the conference to meet target ticket sales of 300
- Promote the Open Space event to meet target ticket sales of 70
- Promote the regional networking events to reach target ticket sales of 50 per event
- Increase social media engagement through creative and relevant content

The Role

Purpose of the role:

Working closely with NAWE's Director and small team, the **PR and Marketing Lead** will be responsible for creating and delivering a press and marketing campaign that drives national and local awareness of NAWE's programme and wider work.

- To work with us to develop an overall comms campaign for the conference
- To drive international, national and regional awareness of relevant programmes
- To ensure the campaign is accessible to all digital audiences
- To raise awareness of NAWE
- Work with the NAWE team to prepare content including press releases, newsletter, social media posts and website copy
- Work with the NAWE team to create a social media pack for distribution to project partners for relevant projects
- Follow up on relevant news stories throughout the commission
- Contribute to an evaluation of the projects being promoted

This is a flexible freelance role. Although formally based in York, the entire NAWE team works remotely.

The work will take place within usual office hours.

The project is due to start immediately and be completed by March 2023.

Person Specification:

- An interest and passion for literature, the arts and culture
- Excellent written communication skills
- Proven social media experience
- A strong network of local and national press and sector contacts
- Proven ability to deliver high quality work under pressure, to work efficiently, manage multiple priorities and conflicting deadlines
- Ability to work as part of a remote working team

Total fee: £2,400 (8 days @£300 per day)

Please contact Seraphima Kennedy, Director at NAWE if you are interested in the role:

s.kennedy@nawe.co.uk

Deadline: 5 December 2022