

Job Title:	Marketing Content Writer
Reports To:	Communications Lead
Position Type:	Volunteer
Level of Commitment:	2/3 hours per week, plus monthly WiTWA Communications Meetings (2 hours)
Purpose of the position:	To maintain an engaged, informed, and inspired membership through our email communication channels.

Why volunteer at WiTWA?

As well as being a key cog in driving a positive social impact for gender equality across WA, you will also benefit from a support network of 25+ WiTWA volunteers to learn from, be championed by, and share your knowledge with. Welcome to your very own personal cheer squad!

WiTWA facilitates industry connections for all its subscribers, and as a WiTWA volunteer, you will have first-hand access to meeting some incredible people in our community.

If that's not enough you also benefit from free tickets to the TechXchange Events, free ticket to the WiTWA Tech [+] Conference, and free ticket to the WiTWA Tech [+] Awards.

What are we looking for you to take responsibility of?

Content writing for targeted EDM's for our:

- TechXchange Events (in-person and virtual)
- WiTWA Tech [+] Awards
- WiTWA Tech [+] Conference
- WiTWA Initiatives
- Techtrails Initiatives
- Sponsor Communication
- Nominee Communication
- Attendee Communication

Collaborating with the wider WiTWA volunteer network to collate content for our monthly newsletter including:

- News on women in tech, and diversity and inclusion
- Promotion of WiTWA initiatives and events
- Promotion of WA events and initiatives that align with our subscriber's interest and WiTWA values
- Promotion of WA success stories - "if you can see her, you can be her"

Contributing to the overall WiTWA Communications Strategy at our Communications Sub-Committee meetings.

Using Hubspot to maintain our email lists, making sure they are up to date and engaged.

What should you bring to the table?

- Previous experience in writing engaging and attention-grabbing content for newsletters and EDM's
- An understanding and/or passion for the technology industry
- An understanding and/or passion for creating a more equitable world
- An understanding of marketing content strategies
- An understanding of marketing branding and aligning voice/tone/theming across all communication platforms (web, social, email, etc)