

Sydney Writers' Festival

Role Title: Marketing Intern

Reports to: Digital Marketing Manager

Terms: 15 weeks / 160 hours | 15 February 2027 – 28 May 2027

Sydney Writers' Festival encourages applications from all backgrounds, communities, and industries, and are committed to having a team that is made up of diverse skills, experiences, and abilities.

About Sydney Writers' Festival

Sydney Writers' Festival is one of the world's leading and most beloved literary institutions. It is a place for readers, writers and thinkers to share ideas, tell stories and celebrate literature.

Since our first Festival in 1997, we have brought thousands of diverse writers and thinkers from Australia and around the globe together in Sydney. In the company of the world's best novelists, poets, journalists, public intellectuals, economists, politicians, podcasters and scientists, we've discussed some of the most pressing issues of our times. We've celebrated prize-winning authors, long-awaited novels from writers at the height of their careers and introduced debut authors to eager and enthusiastic new audiences.

Readers and writers have exchanged thoughts and opinions, perspectives and philosophies, creating a powerful community based on radical dialogue and respectful debate. The drumbeat of questioning that thrums underneath the Festival is powerful and enlivens Australia's democratic tradition.

About this role

Sydney Writers' Festival Marketing Department is looking for a digitally savvy, arts-loving, highly motivated student to join the team as an intern in 2027. The marketing internship is a wonderful opportunity for marketing and communication students to get hands-on professional experience in a major literary festival.

The successful applicant will learn various skills required to assist with implementing the 2027 Festival marketing campaign. Reporting to the Digital Marketing Manager and working alongside arts marketing professionals, the marketing intern can immerse themselves in the day-to-day operations of a proficient arts marketing team during the fast-paced, deadline-driven campaign period of the Festival.

The marketing interns would benefit from skills or interest in the following areas:

- love of literature
- passion for online media, social media and business development
- experience creating content, both written and video
- excellent attention to detail, particularly in relation to proofing marketing content
- ability to multi-task and work within deadlines
- familiarity with Capcut, Photoshop, InDesign and Powerpoint
- eagerness to take on responsibility and provide creative suggestions
- a desire to take a project from beginning to end.

This role is ideal for students studying Marketing, Media or Communication Arts.

The **Marketing internship will commence on 15 February and finish on 28 May 2027.**

The total commitment will equate to approximately **150 hours** over 15 weeks, at 8 hours per week with an additional 25 hours across the week of the Festival. Weekly hours can reflect a combination of office attendance and being onsite for Festival events. During the week of the Festival, the intern will have the chance to put their learning into practice and to witness the results of their hard work.

Role Responsibilities

The Marketing Intern will assist with:

- producing marketing content (research, copywriting, video editing)
- contributing content ideas and monitoring social networking profiles
- creating digital assets for social media using InDesign
- preparing the Festival website for launch
- rolling out the 2027 marketing campaign
- sourcing relevant marketing opportunities through online listings, email newsletters and third-party promotions
- creating print collateral and distribution
- creating signage and Festival branding using InDesign
- Proofing marketing collateral
- and any other tasks as needed

Key Learning Outcomes

- **Digital content:** including online content creation, blog content production, and uploading to a website content management system (CMS)
- **Social media:** including contributing to social channels and digital assets production
- **Marketing campaigns:** assisting with the Festival campaign, working on niche marketing for individual events and assisting with Festival promotions and actions from sales meetings

- **Print marketing and archiving:** including creating and maintaining archives, editing print material, assisting with print production and distribution and assisting with day sheets
- **Design:** including creating digital assets and design briefs

Key Dates

These are the Festival milestones, some of which may require availability beyond office hours in the evenings or weekends. Updates to the below dates, plus any additional dates specific to your role, will be provided at the interview stage.

15 Nov 2026	Sydney Writers' Festival Internships close
23–11 Dec 2026	Shortlisted candidates interviewed
14 Dec 2026	Advise all application of final outcomes
15 February 2027	Internship commences
1 May 2027	SWF Orientation (for volunteers, interns, crew)
17–23 May 2027	Sydney Writers' Festival

How to Apply

To apply for this internship, please complete the [online application form](#) with a .pdf copy of your resume and cover letter, ensuring that you address how your skills and previous experience relate to the role.

Applications close 11:59pm, Sunday 15 November 2026

Early applications are encouraged, as we may proceed with an appointment once a suitable candidate is identified.

If you have any questions or issues with the form, please email volunteers@swf.org.au for assistance.