

SYDNEY FESTIVAL

Sydney Festival is a celebration of Sydney during the summer holiday month of January. It is one of Australia's largest annual cultural events and has an international reputation for modern, popular and contemporary programming spanning all art forms including dance, theatre, music, visual arts and large-scale free outdoor events.

Title	Publicity Coordinator
Contract	26 September 2016 – 3 February 2017
Salary	\$50,000 (pro rata) plus superannuation
Reports to	Head of Marketing & Publicity Manager

1. PURPOSE OF POSITION

The Publicity Coordinator provides administrative support to Sydney Festival's publicity team, assisting in increasing the profile and exposure of the festival program as identified by the Publicity Manager.

Daily responsibilities will include responding to media enquiries, media monitoring and reporting, advising festival staff and artists at all levels in relation to the media schedule and preparing them for interviews.

2. ORGANISATIONAL RELATIONSHIPS

A. Position titles of supervisors

Head of Marketing and Customer Services
Publicity Manager

B. Other positions also reporting to supervisors

Publicists
Media Ticketing Assistant
Publicity Interns

3. ORGANISATIONAL CONTEXT OF POSITION

The position forms an integral part of Sydney Festival's publicity team, responsible for the ongoing publicity of the festival program as well as of the brand and profile both on a national and international level. This is achieved through an overarching integrated media campaign as well as targeted campaigns for individual events, productions and strands.

The marketing department is responsible for ensuring that the festival is perceived as being successful, ethical and vibrant and therefore attractive to audiences, sponsors and other key stakeholders – from Board members to current and potential employees and contractors.

4. NATURE AND SCOPE OF WORK PERFORMED

The logo for Sydney Festival, featuring the words "SYDNEY" and "FESTIVAL" stacked vertically in a bold, black, sans-serif font.

A. Work performed

As directed by or agreed with the Publicity Manager and/or Publicists:

- Assist the publicity team with media requests and artist liaison duties.
- Monitor media coverage and prepare press clippings to provide information to the Publicity Manager and company.
- Coordinate the editing and distribution of Sydney Festival media releases.
- Research and generate ideas for media coverage of the festival as a whole, as well as for the 2017 program.
- Assist in maintaining a comprehensive schedule for interviews in the lead-up to and throughout the festival, including interviews with the Festival Director and staff, as well as artists and companies.
- Maintain and update media contact database.
- Maintain image and AV filing systems.
- Assist with the delivery and distribution of marketing materials on time.
- Liaise and maintain contact with relevant media.
- Liaise with relevant marketing staff on the festival's communication and digital strategy to explore every potential, as well as ensure a strong and united voice.
- Assist in supervising publicity Interns.
- Attend events and functions after hours to carry out media liaison duties and/or act as a festival representative.
- Provide other administrative support to the publicity team.

B. Challenges and problem solving

- Respond quickly and efficiently to day-to-day media enquiries.
- Develop new media relationships and maintain existing media relationships.
- Contribute to the overall objectives and workflow of the marketing department.
- Keep abreast of arts industry developments locally, nationally and internationally.
- Work effectively in a fast-paced and work-intensive environment.
- Undertake other tasks as directed by the Publicity Manager.

5. SKILLS AND EXPERIENCE

A. Essential skills

- Ability to work as part of a small team as well as independently.
- Ability to think quickly and strategically as well as problem solve in a highly pressured, deadline-driven environment.
- Highly developed written communication skills.
- Confident phone manner, strong interpersonal skills and excellent verbal communication skills.
- Strong planning and time management skills, with the ability to manage competing tasks and work under pressure.
- Ability to research, analyse, co-ordinate and process information from many sources.
- Ability to develop relationships with artists in a pressured environment.
- Ability to liaise with media (arts and non-arts).
- Ability to identify negative (and potentially negative) publicity.
- Superior organisational skills.
- Excellent computer skills, including experience managing databases.
- High level attention to detail.
- Ability to proactively approach media to increase positive news coverage.
- Knowledge of digital marketing/social media and blog websites.

B. Experience

- Experience in publicity, ideally in events, music and/or performing arts.

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- Experience working with the media.

C. Training/qualifications

- A degree in media and communications and/or at least two years working in arts publicity.

D. Other

- Ability to make a positive contribution to the team environment within the marketing department.
- Interest and enthusiasm for the arts in all its forms.
- Ability to handle issues with tact and discretion.
- Ability to generate positive relationships with festival staff, artists and media.

E. DESIRABLE

- Experience working for an arts festival.
- Experience working in contemporary music.

6. APPLYING FOR THE POSITION

Applications for the position should include the following information:

Personal Details

- Full name
- Address
- Contact telephone number
- Email address

Curriculum Vitae covering

- Details of relevant positions held, including dates, responsibilities and key achievements
- Details of education, professional training and qualifications
- Any other relevant information

Candidate's Statement

- A brief statement containing an outline of what you bring to the role, your understanding of Sydney Festival and your assessment of the potential opportunities and challenges for the festival.

Referees

- Contact details of three referees including name, relationship to candidate, current telephone number and email address
- Please note that referees will not be contacted until after consultation with the candidate and only if the candidate proceeds to the shortlist phase. It is the candidate's responsibility to ensure that their referees are willing to provide oral reports when contacted.

Dates of employment

You must be available to work full time from 26 September 2016 – 3 February 2017.

Applications close on Friday 29 July 2016 and should be emailed to the Publicity Manager, jessica.keirle@sydneyfestival.org.au

Interviews for the position will take place with selected candidates the week commencing Monday 1 August. If you are unavailable for an interview at this time please make note in your application.

Applicants must have permission to work in Australia.

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