

## **SYDNEY FESTIVAL POSITION DESCRIPTION**

Title	Communications Manager
Contract	Full time, permanent (part time may be negotiated for period Feb-June)
Reports to	Head of Marketing and Customer Services
Positions reporting	Short term contract roles including Publicists and Media Ticketing Assistant

### **PURPOSE**

As a member of the Marketing and Customer Services department, the Communications Manager plans, develops and implements media strategies (including digital) that promote Sydney Festival as a high quality arts event with cultural significance and major tourist desirability.

In consultation with the Head of Marketing and Customer Services, the Communications Manager manages the delivery of media campaigns, new and ongoing relationships with media, artists and relevant stakeholders including tourism bodies.

### **ORGANISATIONAL CONTEXT**

The position forms an integral part of Sydney Festival's communications team, responsible for the ongoing publicity for the Festival program as well as of the Festival 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 Communications Manager also delivers publicity benefits to sponsors.

The Marketing and Customer Services department is responsible for ensuring 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.

Internally, the Communications Manager liaises closely with Development, Programming, Production and Administration departments as well as the Executive Office.

### **RESPONSIBILITIES**

- Develop and implement media strategies (across print, TV, radio and digital) that promote Sydney Festival as a high profile arts event with cultural significance and major tourist desirability, nationally and internationally
- Develop and manage media strategies that support the Festival's annual program.

- Create and maintain relevant statewide, national and international media networks and databases as required for effective dissemination of information and generation of media coverage
- As part of the Marketing management team, contribute to marketing strategy and ensure a strong and united voice
- Deliver a schedule of media opportunities with the Festival Director and staff, artists, companies and relevant contractors
- Deliver a comprehensive photography and video schedule for all Festival events, including requirements from external partners.
- Liaise with tourism, funding and government bodies as required to ensure close and effective relationships
- Provide detailed media coverage and information for sponsorship reports and funding acquittals
- Develop and implement strategies to build Sydney Festival's corporate profile nationally and internationally between events
- Recruit and manage contracted publicists
- Manage administration and archiving of publicity materials, including Festival photography and videos.
- Provide assistance, input and advise across the organisation as required
- Other tasks as directed by Head of Marketing and Customer Services

## INTERNAL & EXTERNAL RELATIONSHIPS

In addition to members of the Marketing and Customer Services department, this position is required to communicate with a range of internal and external parties:

### **Internal**

- Executive Office: Executive Director and Festival Director
- Festival Departments: Programming, Development, Production, and Administration
- Sydney Festival contractors and volunteers

### **External**

- NSW, national and international media across print, radio, TV and digital
- Freelance writers and photographers
- Artists and/or their representatives
- Venues
- Destination NSW, Tourism Australia and other relevant organisations
- Media monitoring organisations

## KNOWLEDGE, SKILLS AND EXPERIENCE

### **Knowledge**

- A thorough understanding of media practices and trends across all current and emerging mediums

- Knowledge of the Australian cultural sector, its practices and supporters
- An understanding of the corporate sector and sponsorship objectives
- A knowledge of the Festival's stakeholders, customers and audiences
- A knowledge of technology and its potential applications for publicity

## **Skills**

- An ability to plan comprehensive and complex media campaigns
- Highly developed people, project and time management skills
- High level attention to detail and follow-through
- Ability to think laterally, creatively and strategically
- Strong analytical and problem solving skills
- Excellent written and oral communications skills
- Excellent proofing and editing skills
- Highly developed interpersonal skills
- Sensitivity towards artists and the creative process
- Ability to work effectively both as a team leader and a team member
- Proven initiative and high levels of self-motivation, as well as the ability to work unsupervised
- Proven ability to work under pressure as well as plan and prioritise an often heavy workload
- A strong customer focus in dealing with media, punters, stakeholders and other Festival staff and departments
- Ability to take a flexible and creative approach to successfully manage media issues

## **Experience**

- Demonstrated experience in publicity campaign planning and delivery, preferably within the arts industry
- Demonstrated knowledge of trends, initiatives and framework of local, national and international performing arts
- Experience in the development of innovative, effective and targeted media solutions
- Demonstrated ability to manage a large program with diverse events
- An established network of contacts within the arts industry
- Experience in a high-profile, busy and dynamic environment

**Applications for the position should include the following information.**

**Personal Details**

- Full name
- Address – work and home
- Contact telephone numbers – including mobile
- Confidential email address
- Nationality and citizenship

**CV covering**

- Details of all positions held, including dates and reporting lines, responsibilities and key achievements
- Details of education, professional training and qualifications
- Any other relevant information (e.g., speaking engagements, offices held in professional bodies, publications, etc.)

**Candidate's Statement**

- A statement of up to three pages 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 and how you would address them both in the short and longer-term.

**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.

**Date of Commencement**

- Please provide an indication of the earliest date on which you could commence in the role.

Applications close at **10am on Monday 3 April 2017** and should be [emailed to tina.walsberger@sydneyfestival.org.au](mailto:tina.walsberger@sydneyfestival.org.au)