

COMMUNICATIONS MANAGER

A rare and exciting career opportunity has become available at Sydney Festival in the role of Communications Manager.

As a senior member of the Marketing Department, the Communications Manager plans, develops and implements the full integrated publicity strategy that ensures Sydney Festival's stature as a high-quality arts event with cultural significance and major tourist desirability.

In consultation with the Head of Business Development and Marketing, the Communications Manager oversees the delivery of media campaigns as well as manages a team of publicists, relationships with media, artists and relevant stakeholders including tourism bodies.

The position forms an integral part of Sydney Festival's communication team, responsible for the ongoing publicity for the Festival program as well of the Festival brand and profile both on a national and international level.

Applicants must have demonstrated experience in publicity campaign planning and delivery, preferably within the arts industry and in dynamic, high profile environments.

To apply, please Head of Business Development and Marketing with:

- A current CV. Maximum three pages
- An overview addressing why you would like to work at Sydney Festival, your understanding of the company and how you fit the key criteria of the role. Maximum two-pages
- An example of a press release you have written in your current or past employment. Maximum two pages.

Applications close promptly at 5pm, March 24.

Title: Communications Manager
Contract: Full time
Reports to Head of Business Development and Marketing

PURPOSE

As a member of the Marketing department, the communications manager plans, develops and implements the full integrated publicity strategy that promotes Sydney Festival as a high quality arts event with cultural significance and major tourist desirability.

In consultation with the Head of Business Development and Marketing, the Communications Manager oversees 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 communication team, responsible for the ongoing publicity for the Festival program as well 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 for sponsors.

The Marketing department is responsible for ensuring the Festival is perceived as being vibrant, successful 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 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 contact 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, a publicity coordinator and media ticketing assistant
- Manage administration and archiving of publicity materials, including Festival photography and videos.
- Provide assistance, input and advise across organization as required
- Other tasks as directed by the Head of Business Development and Marketing
- Ensure comprehensive monitoring of media landscape with a particular focus on digital and audience engagement insights
- Lead on crisis communications with media using clear reporting lines within the organisation, ensuring correct and official messaging
- Ensure consistent festival messaging across print, online and broadcast as well as social and digital platforms

INTERNAL AND 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
- An understanding of social media trends and the styles of content that work on various channels

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 communication 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.
- Ability to inspire and lead a team throughout high pressure campaigns and long hours

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 and dynamic environment
- Experience managing a team of two or more