

# 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 opera, dance, theatre, music, visual arts and large-scale free outdoor events.

<b>Title</b>	Publicist
<b>Contract</b>	21 August 2017 – 2 February 2018
<b>Salary</b>	\$56,000 (pro rata) plus superannuation
<b>Reports to</b>	Head of Marketing & Publicity Manager

## 1. PURPOSE OF POSITION

The Publicist provides support in media relations and publicity.

In particular, the Publicist responds to daily media enquiries and media issues; generates stories and publicity about the complete range of events within the Festival's program; advises Festival staff and artists at all levels in relation to the media schedule as well as preparing them for interviews.

In general, to increase the profile and exposure of the Festival program as identified by the Publicity Manager.

## 2. ORGANISATIONAL RELATIONSHIPS

### A. Position titles of supervisors

Publicity Manager  
Head of Marketing and Customer Services

### B. Other positions also reporting to supervisors

Publicist  
Publicity Coordinator  
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 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 Publicity Department sits within the marketing department, which is responsible for ensuring the Festival has cut-through in the increasingly competitive marketplace of arts and events. The marketing department ensures that the Festival is seen 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.

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#### **4. NATURE AND SCOPE OF WORK PERFORMED**

##### **A. Work performed**

The main functions of the Publicist are:

- Assist in the development and implementation of the Festival's media strategy to promote the Festival as a high quality arts event with cultural significance and major tourist desirability.
- Research and generate ideas for positive media coverage of the Festival as a whole, as well as for the specific 2018 program.
- Assist in planning and implementing a comprehensive schedule for print/online, radio and television interviews in the lead-up to and throughout the Festival, including interviews with the Festival Director and staff, as well as artists and companies.
- Provide assistance, input and advice to the Publicity Manager as well as key Festival staff as required.
- Maintain and update mail/email lists.
- 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.
- Provide details on media coverage and information to the Publicity Manager.
- Assist in managing Publicity Interns.
- Attend events and functions after hours to carry out media liaison duties and/or act as a Festival representative.

##### **B. Challenges and problem solving**

- Respond quickly and efficiently to day-to-day media enquiries
- Develop and coordinate a media campaign that can be delivered over a short and concentrated timeframe.
- Develop new media relationships and maintain existing media relationships through regular meetings and briefings.
- Be able to identify any potential media issues.
- 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 communications and publicity skills, including excellent writing abilities and verbal communication skills.
- Ability to quickly identify media opportunities and find methods to strategically leverage them.
- Ability to research, analyse, co-ordinate and process information from many sources.
- Ability to liaise with media (arts and non-arts).
- Ability to identify negative (and potentially negative) publicity.
- Ability to brief both interviewers and interviewees prior to interviews.
- Ability to match appropriate interviewees with relevant radio targets.
- Excellent project management and organisational skills.
- Excellent computer skills, including experience managing databases.

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- Attention to detail.
- Ability to proactively approach media to increase positive news coverage.
- Excellent news judgement – quick identification of media opportunities for strategic leveraging.
- Ability to engage with a busy news environment to achieve results in key areas of focus.
- Ability to develop relationships with artists in a pressured environment.
- Knowledge of digital marketing/social media and blog websites.

#### **B. Experience**

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

#### **C. Training/qualifications**

- A degree in media and communications and/or at least three 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 the arts sector or contemporary music field.

## **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.
- Which starting date (or both), you would like to be considered for.

#### 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

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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 21 August 2017 – 2 February 2018.

**Applications close on 19 June 2017 and should be emailed to the Head of Marketing & Customer Services Tina Walsberger on [tina.walsberger@sydneyfestival.org.au](mailto:tina.walsberger@sydneyfestival.org.au)**

Applicants must have permission to work in Australia.

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