

# **SYDNEY FESTIVAL PUBLICITY COORDINATOR**

Contract position: 25 Sept 2017 – 2 Feb 2018  
Salary: \$50,000 annual equivalent, pro rata

## **1 PURPOSE OF POSITION**

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

Daily responsibilities will include responding to media enquiries and issues; 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  
Communications Manager

### **B. Titles of positions also reporting to supervisors**

Publicist  
Publicity Interns

## **3. ORGANISATIONAL CONTEXT OF POSITION**

The position forms an integral part of Sydney Festival's small but dynamic 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 Marketing and Customer Services 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. TIMEFRAME**

The position is a full-time short-term contract. It is essential that the Publicity Coordinator is available to work flexible hours, especially during the Festival (6-28 January).

- 25 Sept 2017 – 2 Feb 2018

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

### **A. Work performed**

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

- Assist the Publicity team with media and artist liaisons.
- 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 Festival 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, artists, companies.
- Maintain and update mail/email lists.
- 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 the Communications Manager in managing media ticket allocations and invitations.
- Monitor media coverage and prepare press clippings to provide information to the Communications Manager and company.
- Assist in supervising Publicity Interns.
- Attend events and functions after hours to carry out media liaison 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 and Customer Services 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 Communications Manager.

## **6. SKILLS AND EXPERIENCE**

### **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.
- Excellent written communication skills with the ability to write for different audiences.
- 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 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.

### **Experience**

- Experience in publicity, ideally in events, music and/or performing arts.
- Experience working with the media.

### **Training/qualifications**

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

### **Other**

- Ability to make a positive contribution to the team environment within the Marketing and Customer Services 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.

## **DESIRABLE**

### **Skills and Experience**

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

### **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

#### Curriculum Vitae covering:

- Previous employment – dates of all positions held and details of responsibilities
- Details of education, professional training and qualifications

#### Cover letter:

- A one page letter with your application addressing key selection criteria

## Referees

- Contact details of three references 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.

**Applications close at 9am on Monday 10 July and should be emailed to  
[tina.walsberger@sydneyfestival.org.au](mailto:tina.walsberger@sydneyfestival.org.au)**