



Media Advisor

Reports to	Marketing Director
Liaises with	Senior Management Team
Manages	Publicity Agency Other short-term contract staff as required to support the implementation of the Festival program

Purpose

The Media Advisor plans, develops and implements communications strategies (including digital). These serve to promote Sydney Festival as a high-quality arts event with cultural significance and major tourist desirability and make a significant contribution to the delivery of the Festival's overarching strategic objectives.

Strategic direction for campaigns is agreed with the Marketing Director and Festival Director. The Media Advisor manages the delivery of publicity campaigns, develops and executes messaging and manages relationships with media, artists and relevant stakeholders including tourism bodies.

This includes

- Strategic communications advice and planning. This includes developing and managing the ongoing publicity for the Festival program, as well as making a vital contribution to the strength of the Festival brand and profile on a local, national and international level.
- Developing and implementing agreed communications strategies across all channels that promote Sydney Festival as a high-profile arts event with cultural significance and major tourist desirability (bearing in mind COVID-related restrictions).
- Keeping excellent relations and up to date contact with key media and communications personnel locally and nationally.
- Supporting audience development, the achievement of revenue targets (including revenue other than box office) and the Festival's strategic objectives. This is achieved through an overarching integrated media campaign, as well as targeted campaigns for individual events, productions, strands and strategic partners.
- In tandem with the wider Marketing team, ensuring the Festival is understood as being successful, inclusive, diverse, ethical and vibrant and therefore attractive to audiences,

sponsors, funding partners and other key stakeholders – from Board members to current and potential employees and contractors.

- Proactively identifying and anticipating potential issues, providing strategic counsel and managing the response via reactive communications plans.
- Liaising closely with Programming, Production and Administration departments as well as the Executive Office and external stakeholders as required.
- Measuring and reporting of a campaign's impact, reach, engagement and conversion.
- Providing strategic advice and planning for the Festival Director's profile, including input for social media accounts and media training.

Duties include:

- Developing and implementing agreed communications strategies (across print, TV, radio and digital) that promote Sydney Festival as a high-profile arts event with cultural significance and major tourist desirability, locally, nationally and internationally
- Develop and manage agreed media strategies that support the Festival's annual program and ongoing profile locally, nationally and internationally
- Develop and execute an influencer strategy and campaign, including developing and maintaining relationships with influencers and tastemakers
- Create and maintain relevant statewide, national and international media networks and databases as required for effective dissemination of information and generation of media coverage
- Manage a high volume of media requests with tact and strategic intent
- Manage mass media at media calls during the festival, working with the Production and Programming teams to ensure these are delivered smoothly
- Manage the publicity line of the global marketing budget, prioritising the most cost-effective use of the Festival's resources
- Proactively identify, mitigate and resolve communication issues and crisis management situations
- Work effectively and build trust with the media teams in Ministers offices and key agencies
- Develop relationships with media officers in key agencies
- As an integral part of the wider Marketing management team, contribute to the formation of agreed strategic directions for specific campaigns and overall brand objectives

- Ensure strategic directions are implemented within campaigns
- Lead internal media briefings
- 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 timely and detailed media coverage and information as required for sponsorship reports, funding acquittals and other reports as requested
- Recruit and manage contracted Publicity Agency and/or publicists
- Manage administration and archiving of publicity materials, including Festival photography and videos
- Provide strategic input and assistance with the Festival Director's social media accounts
- Provide assistance, input and advice across the organisation as required
- Other tasks as directed by the Marketing Director

SKILLS AND EXPERIENCE

- Experienced communications and PR practitioner with a proven record of accomplishment in publicity and communications management.
- A highly organised and efficient self-starter with exceptional project management skills – ability to think creatively, plan, collaborate and execute on multiple projects simultaneously in a complex organisation.
- A strong record of high-impact campaigns and strategies delivered through an extensive network of media contacts. Demonstrated experience within the arts industry and/or Festival context an advantage.
- Excellent writing and editing skills – ability to translate nuanced themes into impactful, engaging messages.
- A demonstrated knowledge of the trends, initiatives and framework of the local, national and international performing arts and tourism industries.
- Thorough knowledge of media practices and trends across all current and emerging mediums, including social media and the digital landscape with experience amplifying campaigns across multiple channels and platforms.

- Understanding of the Australian cultural sector, its practices and supporters including the corporate sponsorship sector and government funding sector.
- Demonstrated knowledge of trends, initiatives and framework of local, national and international performing arts.
- Strong empathy with artists and the artistic processes.
- Strong customer focus in dealing with media, internal and external stakeholders.
- A creative problem solver with demonstrated flexibility and creativity in successfully managing media issues.

TO APPLY

The salary band for this position is \$80,000 to \$90,000

If this sounds like you, Submit your resume and cover letter by email to marketing.jobs@sydneyfestival.org.au by 5pm AEST Thursday 30 June.

Early applications will be considered and an appointment may be made prior to the closing date.