



ADELAIDE FESTIVAL CENTRE

## POSITION DESCRIPTION

Date: March 2018

Approved by:

<b>Position Title:</b>	Publicity Coordinator
<b>Department:</b>	Public Affairs
<b>Classification / Level:</b>	P&A3
<b>Reports to:</b>	Head of Public Affairs
<b>Ordinary working days &amp; hours:</b>	During normal business hours, Monday to Friday with after-hours required from time to time.
<b>Significant working relationships:</b>	<ul style="list-style-type: none"> <li>• Key stakeholders including media, government, tourism, arts industry</li> <li>• Publicity and Marketing teams</li> <li>• Head of Public Affairs</li> <li>• Director Marketing &amp; Communications</li> <li>• Programming</li> <li>• Festival teams</li> </ul>
<b>Delegations:</b>	<ul style="list-style-type: none"> <li>• Able to make day-to-day decisions within framework of role.</li> <li>• Must obtain Management Approval for all purchases prior to commissioning</li> </ul>
<b>Special Conditions:</b>	Some after-hours work will be required from time to time. Regular attendance at performances and events.

<b>Information on Adelaide Festival Centre</b>	The Adelaide Festival Centre is central to the Arts in South Australia and an integral part of community life in the State. The AFC welcomes the community, artists and companies and provides arts leadership in SA. We celebrate and showcase Australian artistic achievements, develop them for a world audience and bring stimulating ideas and projects to our state.
<b>Department Overview</b>	The objectives of the Marketing & Communications Department are to: <ul style="list-style-type: none"> <li>◇ maximise positive media perceptions of the AFC and its activities;</li> <li>◇ increase sales of the AFC's programming and revenue generating activities.</li> <li>◇ maximise the public's awareness of the accessibility of the AFC;</li> <li>◇ maximise the cost effectiveness of the AFC's marketing activities;</li> </ul>

<b>Summary of Key Purpose:</b>	To provide quality publicity assistance to the Publicity & Communications teams and facilitate the effective flow of work in the following areas: publicity; promotions & special events, sales and marketing, tourism/visitor experience, Market research, general administration.
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<b>Key Result Area / Accountabilities: (This position will:)</b>
Assist the Publicity, Marketing & Communications teams with publicity and promotional activity.
Liaise with media to ensure coverage of Adelaide Festival Centre events and activities Research for and prepare media releases & coordinate media coverage for AFC events & activities in consultation with Publicity Executives.
Maintain media and key stakeholder lists/databases.
Copy writing, editing and proofing of media releases, newsletters, brochures, flyers and reports.
Coordinate photography of Adelaide Festival Centre events.
Ensure external websites that promote Adelaide Festival Centre events have up to date information.
Liaise with the digital team to ensure that the Adelaide Festival Centre website and information on the BASS website is up to date.
Assist with opening nights, launches, and events – meeting and greeting, handing out tickets etc.
Report on media coverage, including advising staff of relevant articles and items, update publicity wash-up documents and liaise with media monitors.
Coordinate media kit production and distribution.
Book media interviews and teleconferences.
Process purchase orders and invoices.
Other duties as reasonably directed by your manager that are consistent with the skills and experience commensurate with the responsibilities of this position.
Complete EBMS (Event Business Management System) training in order to be able to use the system effectively, perform queries and produce different styles of reports as required by the job function.
Provide outstanding customer service on a daily basis by demonstrating respect, listening to and working with our customers, both internal and external, to achieve positive outcomes, where possible, for all involved.
At all times behave in a manner which is conducive to the values and expected professional behaviours at the AFC, complying with published standards.
Demonstrate appropriate behavior and adhere to AFCT's policies and procedures in relation to EEO and the prevention of Bullying and Sexual Harassment in the workplace.
<b>Work Health &amp; Safety Responsibilities (WH&amp;S)</b>
Care for your own and others' health and safety.
Comply with any reasonable instruction from the department, so far as you are reasonably able.
Cooperate with all reasonable departmental policies and procedures.
Comply with the WHS legislation.
Wear and maintain Personal Protective Equipment (PPE) as directed.
Use other safety and emergency equipment provided in the workplace.
Assist with and conduct risk assessments.
Report a hazard, incident, injury or illness arising from workplace activities within 24 hours.
Implement WHS policies, procedures and safe systems of work.

<b>Key Competencies:</b>	<b>Requirement (essential / highly desirable/ desirable)</b>
<b>Qualifications / Education</b>	<b>Qualification / Education</b>
Tertiary qualifications in marketing and/or communications or currently completing.	<i>Highly desirable</i>
<b>Knowledge/Skills/Abilities</b>	<b>Knowledge/Skills/Abilities</b>
Experience in marketing, promotions and/or communications in a fast paced working environment.	<i>Essential</i>
Previous experience assisting or coordinating all aspects of a marketing campaign including brochures, advertisements, websites, newsletters (including email newsletters), signage, posters, flyers and letters.	<i>Essential</i>
Previous experience coordinating media bookings	<i>Essential</i>
The ability to build & maintain strong relationships with corporate, media & government stakeholders	<i>Essential</i>
Excellent communication, interpersonal, written & administrative skills	<i>Essential</i>
A consultative team building style	<i>Essential</i>
Problem-solving skills	<i>Essential</i>
Well-developed time management skills	<i>Essential</i>
Ability to think laterally	<i>Essential</i>
Ability to work autonomously and within a team environment	<i>Essential</i>
Experienced with MS Office suite of products (Word, Excel)	<i>Essential</i>
Database experience	<i>Essential</i>
Ability to track budgets associated with marketing campaigns	<i>Highly desirable</i>
Sound market research skills	<i>Highly desirable</i>
Event coordination experience	<i>Highly desirable</i>
A passion for and a strong understanding of the arts/entertainment industry	<i>Highly desirable</i>