



ADELAIDE FESTIVAL CENTRE

## Vacancy

### **Publicity Executive**

- **Multiple vacancies for full time and part time employment for 12 months and 3 years respectively**
- **Based in Adelaide CBD**
- **Experienced in implementing publicity content, strategies and initiatives**

### About the Adelaide Festival Centre Trust

Established in 1973, Adelaide Festival Centre Trust (AFCT) is the creative hub of South Australia and the leading Asia Pacific cultural centre. AFCT produces a bold, exciting and extensive program of festivals, events and performances all year round, to inspire educate and entertain audiences from a variety of ages and cultures. AFCT is the home of performing arts in South Australia and prides itself on providing a positive work environment for all employees whilst upholding exceptional customer service to external organisations and patrons.

### About the vacancy

As part of Adelaide Festival Centre's ongoing commitment to build on its strong position as an internationally recognised performing arts centre, multiple vacancies in the position of Publicity Executive have become available in the energetic Marketing, Sales & Audience Engagement department. Working closely with the Marketing Executives and Digital team, these roles will be given the opportunity to develop, implement and drive publicity content for AFCT's activities, festivals and shows.

The successful applicants will have demonstrated experience in publicity & promotions campaign management, established networks within Adelaide advertising and promotions industries, and a background in the media and promotions industry. Sound interpersonal, communication and stakeholder management skills will be required to successfully perform in this role. These vacancies will be offered as a 12 month full time contract and a 3 year contract for the part time role (0.6 FTE/22.5 hours per week).

If you believe this job is suited to you, don't miss this opportunity to apply!



## Responsibilities

- Develop, implement and monitor publicity and promotions for campaigns and other events;
- Respond to regular unplanned day-to-day media liaison and publicity issues;
- Manage and develop new media relationships and maintain existing media relationships with local and national media organisations;
- Work closely with the relevant campaign Marketing Executive and Digital team to develop content for AFC's activities, festivals and shows;
- Write, produce and distribute a wide range of publicity material;
- Provide outstanding customer service to all stakeholders.

## Competencies and Skills

- Demonstrated written and interpersonal skills;
- Excellent standard of presentation and communication;
- Experience developing and managing publicity & promotions campaign budgets;
- Advanced skills in the Microsoft Office suite;
- Extensive knowledge and experience of media and promotions industry;
- Ability to meet competing deadlines;
- A passion for and strong understanding of the arts/entertainment industry.

## Benefits and Culture

Adelaide Festival Centre Trust offers a range of benefits to its employees including salary packaging, flexible working arrangements and staff price tickets to shows, festivals and productions.

The South Australian public sector supports flexible ways of working including part-time working arrangements wherever reasonably possible. The sector is diverse and desires to increase in diversity and to create opportunities for more South Australians.



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## Applications

All applications will be treated in strict confidence and must include a cover letter stating your potential contribution to this role, the relevant skills and experience you can offer Adelaide Festival Centre, together with a current resume identifying relevant career, personal and educational achievements.

For more information about Adelaide Festival Centre and a copy of the position description, please visit the 'employment page' on our website: [www.adelaidefestivalcentre.com.au](http://www.adelaidefestivalcentre.com.au). Enquires can be directed to Kristen Eckhardt at [Kristen.Eckhardt@adelaidefestivalcentre.com.au](mailto:Kristen.Eckhardt@adelaidefestivalcentre.com.au).

**Please submit all applications via SEEK by 4:00 pm ACDT Wednesday 13 February 2019.**