



ADELAIDE FESTIVAL CENTRE

Position Description

HRF001:
Date: Jan 19

Position Title:	Publicity Executive
Department:	Marketing, Sales and Audience Engagement
Classification / Level:	Job Grade 9
Ordinary working hours & days:	37.5 hours per week Monday to Friday
Reports to:	Senior Publicity Executive
Positions reporting to this role:	Nil
Significant working relationships:	<ul style="list-style-type: none"> • Marketing, Sales and Audience Engagement Team • Director, Marketing, Sales and Audience Engagement • Programming and Development teams • Media • Sponsors and partners • Government • Head of Public Affairs • Tourism and Brand SA • Arts Industry
Delegations:	<ul style="list-style-type: none"> • Able to make day-to-day decisions within framework of role. • Must obtain Management Approval for all purchases prior to commissioning
Special Conditions:	Some after hours work will be required from time to time. Regular attendance at performances and sponsor functions.

Information on Adelaide Festival Centre	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.
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Department Overview	<p>The objectives of the Marketing, Sales and Audience Engagement Department are to:</p> <ul style="list-style-type: none"> • maximise the public's perception of the accessibility of the AFC; • maximise the cost effectiveness of the AFC's marketing activities; • maximise positive media perceptions of the AFC and its activities; • increase sales of the AFC's programming and revenue generating activities.
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Summary of Key Purpose:	This position is responsible for contributing to the management and implementation of publicity strategies for all Adelaide Festival Centre events, performances and exhibitions with a view to ensure publicity opportunities are maximized and to support the mission and objectives of the Centre.
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Key Result Area / Accountabilities: (This position will:)
Publicity:
Develop, implement and monitor publicity and promotions for campaigns and other events by undertaking market analysis, pitch/angle development, publication choice and communication strategies that meet budgetary and time constraints
Respond to regular unplanned day-to-day media liaison and publicity issues working closely with the Director, Marketing, Sales and Audience Engagement to ensure the Centre's publicity plan objectives are met.
Identify opportunities for publicity for Adelaide Festival Centre and work closely with the Director, Marketing, Sales and Audience Engagement to manage sensitive issues that have the potential for negative impact on the community's perception of the Centre. Support of external PR contractors and hirers.
Develop media related elements/strategies while providing key media contacts with attractive and mutually beneficial proposals in terms of publicity and media opportunities/stories for the Festival Centre.
Manage and develop new media relationships and maintain existing media relationships with local and national media through meetings and briefings and develop new relationships with international media.
Write, produce and distribute a wide range of publicity material including: media releases, media kits, internal for campaigns.
Work closely with the relevant campaign Marketing Executive and Digital team in developing content for the Festival Centre's activities, festivals and shows and provide positive ideas / material (photos during interviews etc.) to the digital team for use across the Adelaide Festival Centre's digital channels.
Pitch and manage photoshoots and media calls as part of Publicity campaigns.
Ensure media lists are up to date and consistent.
Identify and manage media opportunities and events and develop and monitor strategies to promote the Adelaide Festival Centre and its products.
Liaise closely with campaign staff, other departments and outside hirers to identify opportunities to promote Adelaide Festival Centre product and increase media exposure.
Mentoring of Publicity Coordinator/Assistant, leading by example and providing the Assistant with on the ground training in all aspects of publicity as required.
Develop, implement and monitor publicity and promotions budgets in relation to campaigns.
Evaluate and assess success of publicity and promotions campaigns through reporting on a continuous basis to ensure that objectives and outcomes support the AFC's corporate goals.
Promotions:
Manage and implement promotional activity for launches, pictorial opportunities, events and performances including promotional giveaways with media partners across press, radio and television in consultation with associated campaign executives that support publicity campaigns.
Promote the Adelaide Festival Centre as the home of the performing arts in South Australia, leader and creative hub that produces a bold, exciting and extensive range of programming activities.
Media Partnerships/Tourism
Develop and maintain relationships with city marketing and state tourism authorities in relation to campaigns and events including the Adelaide Festival Centre's events and festivals
Develop, monitor and maintain market intelligence of major and minor events occurring locally, regionally and nationally and identify opportunities for AFC involvement.

General:
Develop, monitor and manage relationships and activities with key project and campaign clients and stakeholders.
Perform any other duties as directed by the manager, within level of skills, experience and competence.
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 behaviours at the Festival Centre and consistent with those prescribed in the <i>Code of Ethics for the South Australian Public Sector</i> .
Demonstrate appropriate behavior and adhere to AFCT's policies and procedures in relation to EEO and the prevention of Bullying and Harassment in the workplace
Work Health & Safety Responsibilities (WH&S)
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.
Records Management
All records created within the conduct of AFCT business to be managed in accordance with AFCT's Record Management Policy, associated policies, procedures and legislation.
Complete EBMS (Event Business Management System) training in order to be able to use the system effectively, pull information and perform queries. This includes entering key information on shows in relation to Publicity (i.e. Interviews) / media calls and uploading publicity reports post-campaign.

Key Competencies:	Requirement
Qualifications / Education	Qualification / Education
Tertiary qualifications in PR and Communications or related discipline.	Highly Desirable
Knowledge/Skills/Abilities	Knowledge/Skills/Abilities
Excellent written, communication and interpersonal skills	Essential
Experience with publicity & promotions campaign management	Essential
Experience developing and managing publicity & promotions campaign budgets	Essential
A commitment to the delivery of excellent customer service	Essential
Extensive knowledge and experience of media and promotions industry	Essential
Established networks within Adelaide advertising and promotions industries	Essential
A consultative team building style with the ability to accept responsibility for making decisions	Essential
Lateral thinking and problem-solving skills	Essential
Ability to work to tight deadlines	Essential
Proactive, enthusiastic, results orientated focus	Essential
High degree of computer literacy in MS Office suite of products including Publisher	Essential
A passion for and strong understanding of the arts/entertainment industry	Highly Desirable