



JOB PROFILE

Position Title:	Publicist
Engagement Type:	Contract, 2 years
Salary:	\$84,279 + 15.4% super
Department / Unit:	Office of the CEO / Communications
Reporting Line:	Senior Manager, Marketing & Communications
Location:	Sydney

Position summary: The Publicist is responsible for the administration and delivery of Screen Australia funding announcements to the media and to the public. The role is also responsible for the complete planning and successful delivery of all Screen Australia events, including project managing events that are outsourced. The workload split for the role is 90% publicity / corporate communications and 10% events.

Core Accountabilities

Key responsibilities of the position will include:

Publicity

- Manage funding announcements including maintaining a master work-in-progress database, in consultation with Screen Australia's Content Unit.
- Be the primary point of contact for external parties in order to take every Screen Australia title from funding confirmation (internal) to funding announcement (public).
- Create media materials in consultation with external parties (producers, broadcasters, distributors etc) in order to announce Screen Australia funding, in line with the agency's Credit Policy.
- Proactively obtain media coverage for funding announcements.
- Assist with media enquires in consultation with Senior Publicist and/or Senior Manager of Communications and Marketing.
- When required, assist the Senior Publicist to deliver proactive media relations for broader Screen Australia business, including initiatives and research publication.
- Work with the Coordinator, Communications to maintain a media database.

- Proactively track relevant media outlets and journalists and provide intelligence to the Communications Team.
- Maintain metrics tracker for PR and Events
- Provide leave cover for the Coordinator, Communications.
- Produce some editorial for Screen News as part of publicity campaigns.
- Produce web pages for media announcements and news on the Screen Australia website.
- When required, assist the Editorial and Social media team to review and create content for Screen Australia social media channels and fortnightly newsletter.

Events

- Manage the end to end planning of events including, but not limited to:
 - Taking briefs from internal stakeholders.
 - Cost/ benefit analysis of events.
 - Book all event aspects such as travel, venues, staging, A/V, live streaming, temporary internet, catering and staffing.
 - Manage e-invitation software, invites and responses.
 - Source external providers within procurement guidelines when required.
 - Manage work-in-progress tracking for all events.
 - Manage external event companies employed to work on any large-scale Screen Australia events.
 - Provide event wrap-up reports to stakeholders.
- Produce and maintain the annual events budget, in consultation with the Senior Manager, Marketing & Communications, including creating micro-budgets for individual events.
- Maintain financial and administrative records for events, including processing of invoices.

Selection Criteria

Qualifications and Experience

- Tertiary qualifications in a relevant field or equivalent professional experience.
- Minimum 3-years' experience in a media relations or corporation communications role, ideally within the Australian screen industry or broader entertainment / arts industry.
- Exceptional writing ability, with considerable experience producing media releases from scratch.
- Proven experience in the administration side of communications, particularly maintaining large-scale WIPs.
- Demonstrable experience in stakeholder relations, particularly in negotiating media strategy and approvals.
- Experience with cold-call pitching.

- Experience managing small to medium-sized functions (20-50 people), such as media calls, briefings and industry sessions.
- Driven and self-sufficient.
- Absolute attention to detail, and experience managing a large slate of projects.
- An undergraduate degree in Communications or similar.

Desirable

- Experience managing larger (100+ pax) and outsourced events desirable but not essential.
 - Experience working as part of a broader communications team, including content creation, web and social media staff.
 - Knowledge of Swift Digital Event Management, MailChimp and Photoshop highly regarded.
 - Knowledge of iSentia highly regarded.
 - Experience/knowledge of, and interest in, the screen industry.
-

Behaviours

- Open communicator, shares thoughts and opinions with others
- Driven to achieve results
- Focused on the achievement of team goals
- Establishes and maintains effective relationships with internal and external customers, and gains their trust and respect
- Creative approach to problems and can 'think outside the square'
- Seeks feedback, takes it on board and modifies approach
- Continually seeks to improve self and Screen Australia
- Works collaboratively across the agency to achieve common goals