



JOB PROFILE

Position Title:	Senior Publicist
Department / Unit:	Office of the CEO / Communications
Reporting Line:	Senior Manager, Marketing & Communications

Position summary: The Senior Publicist will be a strong advocate for Screen Australia, driving media narratives about the agency and the Australian screen industry broadly, with the aim of increasing industry, government and general public engagement and awareness. This role works across all areas of the agency to build awareness of initiatives, funding opportunities and research. The role supports the work of the CEO, COO and Senior Manager, Marketing & Communications through strategic media relations around industry topics, content and policy matters.

Core Accountabilities

The Senior Publicist's core responsibilities will include:

- Develop and maintain a multi-year media relations strategy, aligning with the Communications and Marketing Strategy, Screen Australia Corporate Plan and Organisational Purpose. Ensure the strategy utilises and complements other communication channels including in-house editorial, social media, webinars and the website.
- With limited supervision, plan and manage communications for key organisational projects such as research reports, funding rounds and initiatives. Manage internal and external stakeholders to achieve communications outcomes.
- Contribute to a multidisciplinary communications team, including assisting and mentoring the Publicist (reporting into Senior Manager, Communications and Marketing).
- Engage as Screen Australia's primary media contact, managing and growing media networks, identifying opportunities, building strong relationships and maintaining an up-to-date media database.
- Manage the creation and dissemination of media and industry news material, including proactive media pitching.
- Understand Screen Australia's policy goals and proactively propose approaches to achieve these. Anticipate and prepare for reactive issues that may arise from controversial or topical announcements.

- Draft and update key messaging to ensure all communications is succinct and aligned with organisational priorities.
 - Plan and develop the public profile of Screen Australia's leadership team.
 - Plan internal, government and key stakeholder communication approaches, providing guidance on best practice.
 - Actively monitor the media and social media for screen-related conversations and commentary.
 - Assist the Senior Manager, Marketing & Communications with broader duties as required.
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Selection Criteria

Qualifications and Experience

- Substantial experience in a fast-paced communications role, including publicity within the entertainment, media or arts sectors. Experience in publicity for film, television, games, online content and/or government will be highly regarded.
- Proven track record of working autonomously on large-scale projects and/or initiatives.
- Strong experience in issues management.
- Ability to work with senior stakeholders (including industry leaders, government officials and executives).
- Proven ability dealing with media under pressure and to tight deadlines, and resolving issues end-to-end with successful outcomes.
- Exceptional written communication skills with the ability to quickly produce compelling, accurate and informative copy.
- Proven ability absorbing and condensing complex information for media consumption.
- Experience using social media and video as integrated components of public relations campaigns.

Desirable

- Tertiary qualification in a communications field.
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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.