



Thank you for your interest in the position of **Public Relations Manager**.

Aside from the information outlined in the job description other relevant details of the position are:

#### **1. Hours of Work**

The usual hours of work are 9am - 5pm Monday to Friday. However, the requirements of this position require flexibility, including attendance at Opening Nights and first previews. You may be expected to work outside of usual hours or additional hours to meet our changing business needs and the demands of your role.

The position is currently based at Fox Studios Australia, Moore Park and will relocate to Walsh Bay in 2021.

#### **2. Salary and Entitlements**

- Salary is dependent on skills and experience
- 4 weeks annual leave
- 10.5% superannuation
- Complimentary tickets to STC productions subject to availability

#### **3. Application**

In order to make your application for this position, please provide the following information and send to  
[recruitment@sydneytheatre.com.au](mailto:recruitment@sydneytheatre.com.au)

- Your CV and a cover letter briefly outlining your experience in relation to this position
- Your response to the **key selection criteria** outlined within the job description (applications will not be considered if they do not address this criteria)
- Two examples that demonstrate your writing and messaging skills (press kits as an indication of your previous work are preferable.)

**Closing date is Wednesday 19 February 2020**

Applicants must be an Australian resident or hold a current, appropriate working visa.

*Sydney Theatre Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTI+) people.*

To access this complete job pack via our website, please visit: <https://www.sydneytheatre.com.au/about/careers>

## **ABOUT SYDNEY THEATRE COMPANY**

Since 1978, Sydney Theatre Company has produced work that is – in the words of founding artistic director Richard Wherrett – “grand, vulgar, intelligent, challenging and fun.” A paradox as playful as our city.

In the 21st century, the company is dedicated to producing Australian works of ambition and scale. We create and share stories with artists and audiences that provide opportunities for reflection, revelation and joy. And we share our work widely through regional, national and international touring, partnerships and outreach activities.

Our four home venues ranging in size from 200 to 890 seat capacities allow us to develop and celebrate theatrical expression of all kinds. We keep classics alive and resonating with the present day, and our resident artist, commissioning and workshop programs ensure we continue to discover and develop the next wave of Australian stories and storytellers.

Our strategic plan commits us to building creative capacity in the community which we do through publications and events that offer life-long learning as well as experiences tailored to schools. Our partnership with The University of Sydney, School Drama, delivers theatre-based literacy learning around the country in primary schools, adult education centres, refugee groups and juvenile detention facilities.

We are proud that over the years Sydney Theatre Company has produced work with some of Australia’s – and the world’s – most exciting performers, writers, directors and creative teams; and that we continue to invest in and promote the artistic legends of the future.

STC is assisted by the Australian Government through the Australia Council, by its arts funding and advisory body, and by the New South Wales Government through Create NSW.

### **Purpose**

A place where people come together to explore and share ideas through the transformative power of live storytelling

### **Vision**

Based in Sydney and reflecting our home base’s distinctive personality we will be one of the world’s most exciting and original theatre companies.

### **Mission**

Create distinctive theatre of vision and scale that represents, includes and explores our community

Ensure a future for theatre

Explore the issues of the day

Assist building creative capacity in the community

# THE DEPARTMENT

The Marketing and Customer Services department drives the management of STC's public relations, marketing, audience research, data and insights, digital projects and online presence, graphic design, customer relationship management activities, content creation, brand and audience experience. Front of House and the Box Office provide front line customer service to our valued audience.

## ORGANISATIONAL CONTEXT

<b>Department:</b>	Marketing and Customer Services
<b>Team:</b>	Public Relations
<b>Director:</b>	Director of Marketing and Customer Services
<b>Position title:</b>	Public Relations Manager
<b>Reports to:</b>	Director of Marketing and Customer Services
<b>Supervises:</b>	Publicist
<b>Other teams within the department:</b>	Marketing Customer Services and Ticketing Front of House Data and Insights
<b>Key relationships – Internal</b>	Artistic Director Executive Director Marketing team Artistic team STC Resident Artists Education Team Production Team Philanthropy and Corporate Development teams Archive
<b>Key relationships – External</b>	Media Artists Designers and photographers STC's co-producers Agents and publicists Key government media advisors Food and Beverage partners Arts industry peers

## PURPOSE OF THE ROLE

To plan, create and implement a comprehensive ongoing public relations strategy that helps shape STC's profile and positions the Company as one of Australia's leading arts organisations locally, nationally and internationally.

The role will be the primary liaison with media and will provide strategic media advice to stakeholders at all levels in the company.

The Public Relations Manager will manage all media campaigns for STC productions, resident artist programs, education programs, events, activities, launches, national and international touring, annual results and strategic initiatives. The role will lead the development of an integrated corporate communications plan aligned to the strategies and goals in STC's business plan.

## THE ROLE

The Public Relations Manager will be a highly experienced creative and strategic thinker. They will be a strong leader with an excellent track record of providing expert media advice.

The Public Relations Manager will have an in-depth track record of successfully delivering media campaigns, brand building and corporate positioning on a local, national and international level.

The person will be seasoned at dealing with executive teams as they will provide high-level, professional media advice to the Artistic Director, Executive Director and Senior Management Team at STC.

Strong interpersonal, communication and influencing skills are essential. In addition to the role being a key liaison point with media, the person will also work closely with artists, creatives, the broader company, and arts industry colleagues.

This is a hands-on role and the person must be able to prioritise and plan workload in an environment where there are many competing projects, campaigns and deadlines. Excellent writing skills are a must.

The Public Relations Manager will be an experienced people manager with a depth of experience in managing high-performing teams.

The Public Relations Manager will enjoy being part of a positive and high-achieving environment and relish opportunities to work across a range of creative and sophisticated initiatives. The role is a member of the Management Team and is a participant in several cross-departmental teams.

## KEY RESPONSIBILITIES

### Company profile and corporate communications

- Provide strategic communications management and public relations leadership
- Build STC's brand and deliver a strategic communications plan aligned to STC's business plan
- Collaborate with a cross-company team to develop timely quarterly communications plans and report on results
- Strategically manage issues, provide expert advice and develop messaging
- Liaise with and advise staff at all levels of the Company on key messaging and public relations strategy
- Provide high-level media training, corporate reputation and proactive issues management advice to artists and stakeholders

### Publicity strategy and campaign delivery

- Drive the strategy and oversee all media campaigns for STC productions, resident artist programs, education programs, events, activities, launches, delivery of complex financial results and strategic initiatives
- Develop and maintain excellent relationships with artists and creative teams associated with the Company to ensure promotion of activities and events is undertaken in the context of longer term objectives
- Lead on the development of content and photography for editorial use, including the commissioning of photographers

- Work in close collaboration with marketing colleagues to meet ambitious revenue and audience development targets and deliver integrated campaigns
- Manage the media for STC's national and international touring program and utilise these opportunities to build STC's brand
- Liaise closely with STC Archivist in consideration of the rights of artists and photographers

#### **Media Relations**

- Build and maintain excellent ongoing working relationships with journalists, critics, editors, bloggers and commentators across local, national and international media outlets
- Build the media's understanding of the Company's strategic initiatives, objectives and key messages
- Be accessible to, and the first point of contact for, media representatives at all times
- Deliver counsel at senior management level, providing advice on media relations to the Artistic Director, Executive Director, and senior management.
- Host the media at all Sydney Theatre Company events including Opening Nights and other industry-related events.
- Oversee and manage all media onsite at STC, including media events, interviews, filming and photography

#### **General**

- Manage, mentor and develop the Publicist, providing effective feedback, encouraging development and high performance.
- Oversee media monitoring and alert STC staff to developments in the wider entertainment and cultural industry within Australia and internationally
- Manage the public relations budget, including all finance management
- Be an active participant in agreed cross-departmental teams
- Establish and maintain good relations with promoters, presenters, managers and representatives associated with non-Sydney Theatre Company productions at STC venues
- The post holder shall also be required to carry out other reasonable duties as required

## **WORKPLACE HEALTH AND SAFETY**

For the purposes of the Work Health and Safety Act and Regulations the Public Relations Manager must ensure so far as reasonably practicable the health and safety of their team including but not limited to:

- Ensure that systems of work and the working environment of the employees are safe and without risks to health including;
- Hazards in the working environment are either eliminated or controlled so far as is reasonably practicable
- All employees are adequately informed of hazards and potential hazards and how to deal with them
- Consult with workers and their representatives on work health and safety matters
- Lead injury management matters for injured or ill employees as required by legislation. Work closely with and the Sydney Theatre Company's Return to Work Coordinator and employees to ensure STC's Policy and Return To Work Program are upheld.

## **ENVIRONMENTAL SUSTAINABILITY**

To support the Company's vision of becoming the world's most sustainable theatre company, the Public Relations Manager must ensure that she/he:

- takes reasonable steps towards minimising the environmental impact of their role and that of the Company;
- works in an environmentally responsible manner and follows procedures introduced to this end;
- participates in any training or education necessary to enable them to work sustainably including familiarisation with the Company's various green policies;
- brings to the attention of the internal Green Team any situations or practices that could be improved in relation to environmental performance; and
- co-operates with Sydney Theatre Company in their efforts to lead in the area of environmental sustainability.

## **KEY SELECTION CRITERIA**

### **Essential**

- A minimum of 10 years' public relations and/or media experience
- Solid expertise in, and appreciation for, the performing arts in Australian and international contexts
- A highly developed and extensive network of media contacts across arts, entertainment and news media
- Excellent written skills and highly developed interpersonal, communication, influencing and negotiation skills
- Depth of experience in leading and overseeing publicity campaigns for arts productions
- Demonstrated strengths in developing a strategic approach, devising messaging and providing high-level advice when managing issues
- A creative, hands-on leader with an ability to work collaboratively as part of a team
- Professional confidence to deal with a broad range of stakeholders with discretion and a strong track record of being able to interact equally well with artists, creatives, producers, government, staff, sponsors and donors
- Significant exposure to the challenges and opportunities facing major arts organisations
- Ability to work hands-on and under pressure to deliver multiple projects and initiatives simultaneously

### **Desirable**

- An undergraduate degree in communications, media, journalism or arts

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.