# POSITION DESCRIPTION

Australian Broadcasting Corporation

| Label | Description |
|---|---|
| Position Title: | PUBLICITY & EVENTS COORDINATOR |
| Position no: | 50068434 |
| Team: | [Audiences] |
| Department: | Marketing |
| Location: | Ultimo |
| Reports to: | HEAD OF PUBLICITY & EVENTS<br>50053284 |
| Classification: | Administrative/Professional |
| Schedule: | [Schedule A] |
| Roster cycle | [Non-Rostered] |
| Band/level: | [Band 4] |
| HR Endorsement: | 18/12/2025 |

## Purpose

Coordinate activity across owned and earned channels to amplify ABC priority projects, ensuring alignment with ABC strategy and supporting the achievement of Audiences' objectives.

## Key Accountabilities

- Coordinate internal and external communications in support of Publicity & Events activity, including the preparation and distribution of weekly Media Highlights and other relevant updates.
- Under routine direction from the Head of Publicity & Events, support the planning, coordination and delivery of the pan-ABC Marketing Events Calendar, with a strong focus on Corporate and Publicity events, as well as other events as required.
- Provide end-to-end coordination support for events, including timelines, stakeholder liaison, logistics, approvals, briefing materials, and post-event reporting to ensure events are delivered effectively and to brief.
- Undertake minor project work, including coordination of the Media Portal project, with a focus on supporting the redesign and delivery of key assets such as hero tiles, featured programs, carousel content and layout updates.

- Under routine direction from the Publicity Manager, support the delivery of less complex publicity campaigns, respond to general media requests, and monitor and manage enquiries in a timely and professional manner.
- Build and maintain effective working relationships with internal stakeholders and external service providers to support the successful delivery of publicity and events activity and ensure the team remains informed and connected.
- Monitor, collate and report on media coverage, engagement and activity across internal and external platforms, providing accurate and timely information to stakeholders.
- Stay informed of emerging media, publicity and events trends, sharing insights and learnings with the team and relevant stakeholders to support continuous improvement.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

## Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Demonstrated experience working in a media coordinator role or similar, with an understanding of the Australian media environment.
3. Demonstrated project coordination experience, including coordination of project deliverables, project planning and timelines, as well as adherence to and management of project deadlines.
4. Demonstrated proficient computer literacy with ability to use Photoshop and PowerPoint and apply creative development for internal communications assets.
5. Demonstrated proficient verbal and written communication skills including copy-editing.
6. Demonstrated creative and collaborative approach, with the ability to work across multiple projects for multiple brands.
7. Familiarity with ABC talent and content, with proven ability to coordinate tier one talent and generate media content that leads to increased audience engagement.
8. Proficient stakeholder and time management skills, with the ability to coordinate stakeholders to develop creative ideas and curate and write content.
9. ABC Values: Demonstrated personal commitment to fostering an inclusive and respectful environment, grounded in integrity and aligned with the ABC Values of aiming high, thinking differently, taking ownership, and delivering together.
10. ABC Policies: Understanding of the relevance and scope of ABC Policies and the ABC Values and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Values.
11. Diversity and Inclusion: Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.