

MEDIA AND COMMUNICATIONS ADVISOR

Position Description

The Pillar

The Customer Experience Pillar is all about delivering the ultimate performing arts experience. We take pride in our destination and deliver memorable experiences through remarkable Service, Innovation, Engagement, Growth and Communications.

Communications team

The Communications team is responsible for telling the story.

Through compelling storytelling: we build awareness and sentiment toward our brand; elevate understanding of who we are and what we do; build a network of supporters and advocates; and influence decision makers to see the value we bring to our creative state through delivery of the Arts Centre Melbourne (ACM) vision, mission, and strategic priorities.

Stories matter:

- They help us understand our place in the world, each other, and ourselves.
- They help people relate, reflect, and connect to an organisation or a cause.
- They help our team, audiences and communities makes sense of change.
- They help drive internal culture and external sentiment about who we are and what we do.
- They generate a team of advocates and champions that share our stories through their networks

The Role

The Media and Communications Advisor devises and implements creative, compelling, and effective media and PR strategies to build awareness of Arts Centre Melbourne programming, support sector leadership positioning, drive attendance, and build an engaging narrative about our reach and impact – on and beyond our stages.

Type	Full Time
Reports to	Senior Media and Communications Advisor
Direct Reports	N/A
Salary/Hourly Rate	ACM Enterprise Agreement 2022 Band Full Time 3.3
Key Relationships	<i>Internal:</i> Marketing, Content, Programming, Producers, Collections, Presenter Services, Philanthropy, CEO's office, Partnerships, External Engagement, Leadership Team, Customer Service teams, Production <i>External:</i> Mainstream, niche and online media, major presenter PRs, major hirer PRs, and media colleagues in the sector across arts, entertainment, tourism, and other relevant industries
Delegation	Financial and people delegations as per current policy
Location	Arts Centre Melbourne premises/hybrid
Other	SGA Employee under the ACM Enterprise Agreement 2022 Satisfactory completion of a National Police Check required. You will hold valid working rights in Australia (subject to verification)
Last Reviewed	January 2024

KEY CRITERIA

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes involving the right skill, perspectives, abilities, and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity.

Your qualifications and experience

- A tertiary qualification in Media/Communications and minimum 4-years demonstrated experience in media, communications, or PR roles, preferably in the creative industries/cultural sector.

Your skills and attributes

- Proven experience with developing and implementing media and communications strategies for campaigns, projects, and issues.
- Experience in actively contributing to a high performance, high-capacity team.
- Experience supporting internal and external strategic relationships internally and externally.
- A high level of operating autonomy is required, and the ability to make tactical decisions within the scope of the assignment.

In the role you will

Accountabilities:

- Under the broad direction of, and within a strategy set by the Senior Media and Communications Advisor:
 - Develop and implement media campaigns for Arts Centre Melbourne presents on-stage programming, events, projects, and ancillary experiences, which elevate awareness within broad communities and help drive audience attendance and growth.
 - Position and profile Arts Centre Melbourne's brand at a local, national, and international level through off-stage media campaigns.
 - Contribute to a range of portfolio campaigns including the Australian Music Vault, Australian Performing Arts Collection, Arts Wellbeing Collective, Creative Learning and major festivals like Asia TOPA, Alter State and ALWAYS LIVE.
 - Respond to media enquiries regarding issues management as required, including escalation where appropriate.
- Activate the media strategy and plans for Arts Centre Melbourne events, programs, and projects by:
 - Producing quality media releases, media plans, lines for response, Q&As and backgrounders.
 - Hosting media for previews or exclusive opportunities.
 - Coordinating artist interviews and preparing a comprehensive media schedule.
 - Staging influencer events (where appropriate).
 - Conducting program launches and media briefings for large scale festivals.
 - Inviting media/reviewers to attend opening nights.
 - Completing a media report after each show or festival.

- Effectively build and manage relationships with media across diverse channels by:
 - Maintaining relationships with key media figures (editors, producers, journalists) over the phone, email or coffee catch ups.
 - Updating media database in Tessitura.
 - Maintaining relationships with Communications team at Creative Victoria so Ministerial events are planned, briefed, and delivered effectively.
 - Contributing to expand CALD and international media contacts.
 - Providing PR support for presenters where required.
- Demonstrate and contribute to a culture of high performance, collaboration, and cross-team engagement by:
 - Supporting the Senior Media and Communications Advisor on Ministerial media events.
 - Working closely with the Marketing and Content teams to develop high-level brand awareness and increased coverage across diverse channels, leading to increased profile, ticket sales and attendance.
 - Establishing strong and effective working relationships with internal project team members including Programming, Producers, Ticketing, Production and Presenter Services.
 - Working autonomously on campaigns and giving regular updates to the team in meetings.

Decision making:

- Under the guidance and support of the Senior Media and Communications Advisor, exercise a high level of autonomy and make tactical decisions within the scope of the assignment, under pressure and in order to achieve accountabilities and strategic media coverage.
- Under the broad direction of Senior Media and Communications Advisor, contribute to the development and management of strategies to increase the reputation of ACM at a local, national, and international level.

Systems:

- Use internal database Tessitura, media monitoring (Isentia) and Prospect2.

Working environment/physical requirements:

- Office based presence working within the Communications team, or remotely as required and agreed with by the Senior Media and Communications Advisor.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Undertake general office work with a strong emphasis on the use of relationship building across the organisation.
- Be required to be on site/attend events outside work hours on a regular basis.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2022.

You demonstrate our values:

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.
- **Equity** – fairness and justice.