



Position Description – Media Manager

About Arts Centre Melbourne

At Arts Centre Melbourne, we bring people together for remarkable experiences.

Sitting beneath our iconic Spire, we're Australia's largest and busiest performing arts centre. Each year we stage more than 4,000 performances and public events and welcome over 3.75 million people through our doors. In fact, as a cultural and architectural landmark in our nation's cultural capital, we've showcased the best of Australian and international performing arts for over 30 years.

We're proudly the home of our flagship Resident Companies – The Australian Ballet, Melbourne Symphony Orchestra, Melbourne Theatre Company and Opera Australia – and a range of presenters who collectively bring our stages and spaces to life.

Together with our own program of performances, events and activities we offer a diversity of audiences a distinctly multidimensional approach to participation, education and entertainment.

Our values describe behaviours we demonstrate in our interactions with visitors, presenters, government and each other: Leadership, Community, Care More and Creativity.

About the Business Unit

The Marketing and Communications team is responsible for the management of Arts Centre Melbourne's marketing, online, social media, communications and customer relationship management (CRM) services. The team coordinates the integrated planning and implementation of campaigns for external hirers and Arts Centre Melbourne presented programming. The team also manages the coordination of marketing for tourism and complementary services including the membership and donors program, Sunday Market, food and beverage outlets and the car park. The Marketing and Communications team is also the brand advocate for Arts Centre Melbourne and ensures that the brand reflects our vision and values.

The Business Unit is focused on increasing the profile and patronage of Arts Centre Melbourne and engaging a greater and more diverse range of audiences through the delivery of targeted and integrated marketing and publicity. Alignment with the External Relations, Philanthropy, Ticketing and Visitor Experience teams aids in maintaining consistency across the entire customer journey – through Arts Centre Melbourne's owned, earned and paid channels.

The Communications team within Marketing and Communications is responsible for external and internal communications across the organisation, media and PR, issues management, publications as well as stakeholder events. This team will also lead on all public positioning, issues management and community and stakeholder engagement on the Arts Centre Melbourne component (Reimagining Arts Centre Melbourne) of the Victorian Government's redevelopment of the Melbourne Arts Precinct.

About the Position

Primary Purpose	The primary purpose of this role is to: lead the media/PR communications strategy and campaigns for Arts Centre Melbourne presented events, programs and projects; build strategic relationships with media across diverse channels; support the Marketing team in ensuring high level brand awareness and integrity for Arts Centre Melbourne, and provide publicity support for presenters where required.
Reports to	Head of Communications
Direct Reports	Media Advisor x 2

Key Relationships	<p>Internal</p> <p>Marketing, Social, Programming, Collections, Presenter Services, Philanthropy, CEO's office, External Engagement, Leadership Team, Visitor Experience</p> <p>External</p> <p>Mainstream, niche and online media representatives, major presenter PRs, major hirer PRs, and media manager colleagues across arts, entertainment, tourism and other relevant industries</p>
Position Type	FT EFT 1
Salary Classification	Band 4.2
Financial Delegation	As per the current Financial Delegation policy

Key Criteria	
Qualifications	A tertiary qualification in Communications and/or equivalent substantial experience in media, communications or PR roles.
Experience	<p>Extensive experience in:</p> <ul style="list-style-type: none"> • a similar related industry such as arts, entertainment or tourism as a Media Manager or Senior Publicist • managing a high performance, high capacity team to achieve outstanding results • working across an organisation at a senior level and providing expert advice to executives and senior management • maintaining strong, positive and productive stakeholder relationships • generating and controlling high levels of media exposure through mainstream, niche, online and social media • representing an organisation and able to develop and articulate strategies to a broad range at stakeholders
Other (i.e. legal or physical)	NA

Accountabilities

- Mentor, lead and manage a team of 2 Media Advisors and provide opportunities for growth, development within a high performance culture
 - Manage the allocation of work to the team
 - Encourage and build a culture of high performance, and manage team and performance output to deliver objectives
 - PDPs created with agreed action plans, with performance and tracking managed effectively and efficiently
 - Undertake strategic planning to ensure gaps in media stakeholders are plugged and strategic relationships are leveraged in support of business and campaign objectives
- Initiate and implement effective PR and media communications strategies that increase coverage across diverse channels, leading to increased profile, ticket sales and attendance
 - Consistent and strategic publicity that actively contributes to the profile Arts Centre Melbourne events and activities
 - Consistent messaging across the organisation
 - Staff are kept informed of news reports and feature articles regarding all parts of the business
 - Media section of website is consistently up-to-date with a comprehensive library of media releases and media materials
- Under the broad direction of the Head of Communications, actively contribute to the development and management of strategies to increase corporate reputation on a local, national and international level. So as to ensure;
 - Arts Centre Melbourne is recognised as one of the world's great performing arts centres locally, nationally and internationally
 - Arts Centre Melbourne's profile and reputation is enhanced
 - Quality media releases, digital content and other materials are produced
 - Negative media coverage is avoided
- Under the broad direction of the Head of Communications, provide strong media communications support for Development activities where required
 - Increased profile of major donors, gifts and business partnerships
 - Increased profile of ACM fundraising campaigns where appropriate

Decision Making

- A high level of operating autonomy is required, and the ability to take tactical decisions within the scope of the assignment.