

POSITION DESCRIPTION

Position Title:	Public Relations Coordinator
Award / Level:	Local Government Industry Award MA000112 - Level 7
Department:	Marketing, PP&VA
Type:	Part time ongoing, 22.5 hours per week Occasional work required on evenings and weekends subject to program demands, and availability for media contact

Position Purpose

A key position within the PP&VA Marketing Team, working within a multi-artform context across the Joan Sutherland Performing Arts Centre, Penrith Regional Gallery, Penrith Conservatorium and Q Theatre.

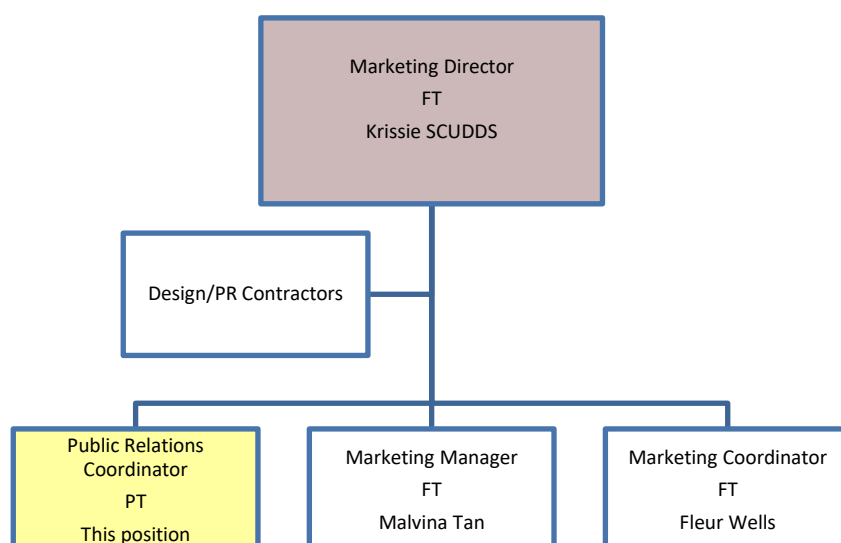
This role is responsible for identifying, developing and sharing the many and diverse and dynamic stories of PP&VA, its people and programs. Central to this is the ability to deliver high quality written and visual content across digital platforms including website, news, eDM, blogs and social media; as well as media releases, general project and branding copy and strategic messaging critical to the PP&VA brand.

The Public Relations Coordinator is also the primary point of contact between PP&VA and all media, and is responsible for developing and maintaining key relationships and ensuring positive media coverage for PP&VA and its activities. This includes identifying story angles, crafting pitches, following up and reporting coverage.

Working with the Marketing Team, the PR Coordinator plays a key role in the development and implementation of all aspects of the marketing mix, including relationship building, community and stakeholder engagement.

Operating in a dynamic environment, the Public Relations Coordinator will work independently and under instruction and will need to have great digital, written and visual communication skills, an eye for accuracy and detail and an ability to prioritise multiple projects. Aptitude and agility in a digital and social media environment are important to ensure the success of this role.

Department Structure



Key Result Areas**1. Content Generation and Distribution****Major Actions**

- In consultation with the Marketing Team, research and develop a story calendar for PP&VA digital platforms including websites, social media and video channels.
- Proactively generate, coordinate and maintain content across digital platforms with the story calendar for guidance and scheduling, with support from the Marketing Team.
- Work with other departments to identify stories and write and edit copy for social channels, publications and other communications.
- Actively document projects in progress using informal mechanisms including phone photography and quote collecting.
- Assist in the writing, editing and coordination of editorial content for PP&VA publications, including content for internal and external newsletters for segments including stakeholders.

Performance Measures

- Growth in following and engagement levels on social media channels
- High level of accuracy and creativity is demonstrated across all content
- Deadlines are met with flair, accuracy and impact
- Company communication standards are met and exceeded

2. Media and Public Relations**Major Actions**

- Liaise with and build strong relationships with media and other stakeholders.
- Act as the point of contact for media enquiries and maintain a positive image and continued presence for PP&VA within the local and national media.
- Create and distribute all media releases and media kits.
- Develop and pitch stories for media.
- Assist with the coordination of photographers and videographers for promotional projects.
- Act as PP&VA liaison in cases where a third-party PR Agency is engaged.
- Coordinate media interviews and photographs for artists and staff.
- Report, analyse and archive PP&VA media coverage.
- Maintain media and VIP databases.
- Ensure online media information and image gallery is kept up to date and relevant.
- As directed, act as key liaison for events with a public relations focus.
- Support the Marketing Team in publicity and media tasks as required.

Performance Measures

- Work is accurate and attention to detail is demonstrated
- Media enquiries are followed up in a timely fashion and updates are provided on company communications channels
- Coverage reports are supplied in accordance with set deadlines
- Work is completed to deadline and within specified and reasonable timeframes
- Punctuality and attendance are satisfactory and leave is planned well in advance
- Records are reliable and complete

POSITION DESCRIPTION

3. Relationship Building

Major Actions

- Set up and coordinate cross-promotions with industry networks and other marketing partners. These may include reciprocal or promotional giveaways and competitions with partners and stakeholders including media.
- Actively seek new avenues and relationships to promote and develop PP&VA's programs.
- Assist in managing databases using PP&VA corporate systems (Enta and Mailchimp) to integrate customer lists, maintain currency of records (including Stakeholders) and develop segments for eDM and social media targeting.
- Liaise with the Box Office, Front of House and Programming teams to ensure smooth running of RSVP and event promotions such as giveaways to ensure the best customer and company experience.

Performance Measures

- Effective communication and interpersonal skills are applied with positive public impact
- High level of accuracy and creativity is demonstrated across all content
- Positive relationships are maintained and developed
- Efficacy of all communications and campaigns is tracked, analysed and reported

4. Community Engagement

Major Actions

- Assist in the coordination of functions including subscriber briefings, opening nights, season launches, exhibition openings and other events in cooperation with the PP&VA Venue Services team.
- Assist with audience development, research and other projects as required.

Performance Measures

- Functions run to plan and without incident.

NB: All shaded Key Result Areas are compulsory for every Position Description

5. Customer Service

Major Tasks

- Provide effective service to PP&VA customers and the community
- Provide effective service to internal customers
- Accurately identify the needs of customers
- Take action to satisfy customer needs
- Present a positive image of PP&VA/ The Joan/ The Gallery

Performance Measures

- A calm conciliatory approach is used in all customer dealings
- Active listening techniques are applied in customer dealings
- Customer needs are identified and confirmed with the customer
- Appropriate action to satisfy the customer need is identified and implemented
- Personal presentation and grooming adheres to organisational and departmental guidelines

6. Corporate Governance and Effective Work Practices**Major Tasks**

- Carry out work inline with relevant legislative and statutory requirements and /or industry codes, practices and standards
- Adhere to Code of Conduct, EEO and anti discrimination policies
- Take responsibility for and manage own work and contribute to a productive work environment
- Accept and contribute to workplace change
- Undertake workplace tasks as directed
- Work cooperatively with others to facilitate workplace learning
- Work in an ethical manner and comply with PP&VA's code of conduct and other governance documents adopted by the organisation from time to time
- Resolve workplace conflict in line with PP&VA policy
- Undertake recordkeeping activities in accordance with PP&VA's Records Management business rules, procedures, policies and any relevant State Records Legislation

Performance Measures

- Relevant legislative and statutory requirements and /or industry codes, practices and standards are always complied with
- Work reflects application of, and adherence to, EEO and anti discrimination policies
- A positive work atmosphere is maintained by acting and communicating in an effective and appropriate manner with all customers, external contractors, co-workers, supervisors and managers
- Work tasks are appropriately prioritised and time effectively managed
- Productivity is consistent with reasonable expectations of a proficient employee in the position
- Implications of workplace change are identified and accepted
- Agreed changes to improve work outcomes are acted upon
- Direction from supervisor is accepted and acted upon
- Requests to take on alternative duties from time to time are accepted and adhered to
- Council training is attended when required
- Training needs of other employees are identified and appropriate action identified and implemented
- All work is ethical and complies with PP&VA's Code of Conduct and governance documentation
- Workplace conflict is resolved in line with PP&VA's Grievance procedures
- Record keeping activities are undertaken in accordance with PP&VA's policy and procedural requirements
- PP&VA's official information is captured in the Corporate Information Management System - IMS

Individuals with NO Staff reporting to them**1. Work Health and Safety (WHS)****Major Tasks**

- Attend training as required
- Perform work in accordance with WHS policies and procedures
- Participate in consultative processes for the management of WHS

Performance Measures

- All required training has been completed
- WHS procedures are identified and complied with
- Participation in consultation process is on record

POSITION DESCRIPTION

Qualifications, Experience and Specialist Skills & Knowledge

Essential

- Experience in publicity or public relations, working with media and journalists and writing media releases, blog posts, and other forms of public communication.
- Experience in the development and implementation of communication campaigns.
- Experience in digital communication and social media management, particularly for brands and organisations.
- Excellent interpersonal skills and an ability to work with a small team.
- High level communication skills both face-to-face, over the phone and online
- Excellent written and verbal communication skills, including copy writing and proof reading.
- Proven experience working in a multifaceted creative environment with an understanding of arts marketing and audience development.
- Demonstrated ability to meet tight deadlines and work under pressure, with well-developed organisation and problem solving skills.
- Experience in maintaining websites, using eDM platforms and managing customer relationships with databases.

Desirable

- Formal qualifications in marketing, communications or public relations.
- Experience in event management and/or project management.
- Current NSW drivers licence is desirable particularly given our sites are on opposite sides of the Nepean River.

Position Based Core Skills Training

- Work Health and Safety
- Equal Employment Opportunity and Diversity
- Governance
- Drug and Alcohol Control Policy
- Manual Handling
- Hazard Identification
- Code of Conduct

Values and Behaviours

Penrith Performing & Visual Arts Ltd and Staff support the following Values and Behaviours:

Integrity

- I am honest, ethical and maintain public trust
- I do what I say I'm going to do and I stand up for what I believe in
- I set a standard to be proud of amongst the community
- I do the right thing - even when no-one is looking

Selflessness

- I am willing to put others before me and assist them when needed
- I put the good of the organisation and the community above personal goals
- I support sustainability and cater for the wellbeing of future communities
- I uphold social justice principles

Values and Behaviours

Accountability

- I take responsibility for decisions and actions, whatever the outcome
- I take responsibility for work, behaviour and how resources are used
- I ensure a safe and healthy workplace
- I take ownership of my work
- I operate within delegations

Honesty

- I tell the truth and correct misinformation
- I will refuse any bribes and I do not steal
- I trust in our relationships
- I ensure duties are undertaken in a lawful manner

Leadership

- I am creative and innovative
- I take responsibility and I am a good role model
- I inspire others in the organisation and community to be the best they can
- I have the courage to do the right thing
- I listen and communicate clear directions and actions

Impartiality

- I am always fair and treat people equally
- I am understanding and act objectively
- I separate personal interests from work responsibilities
- I base all decisions on merit and facts I am consistent in the application of processes

Openness

- I am transparent and straight-forward
- I am able to discuss problems or concerns and give reasons for decisions
- I share information appropriately
- I am obliged to report wrong-doing

Respect

- I treat others fairly and objectively
- I value and accept other people's differences
- I treat others with dignity, kindness and in the spirit of service
- I treat people how I would like to be treated
- I recognise the worth of individuals