SENIOR ADVISOR, MEDIA AND COMMUNICATIONS

Position Description

The Pillar

The Customer Experience Pillar ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. We deliver success in our customer focused business functions of Front of House, Ticketing, Marketing, Food & Beverage, Strategic Communications, Car Park, Retail and Guided Tours. We are the largest team in the organisation with over 450 people. The Customer Service team is responsible for consistent and outstanding service across all customer touchpoints.

Strategic Communications

The Strategic Communications team is responsible for external and internal communications across the organisation, strategic, campaign and cause based media, brand storytelling, awareness and integrity, reputation and issues management, content and publications as well as stakeholder consultation and engagement. This team leads on all internal and external communications and engagement supporting business objectives and core purpose, informed by the organisation's COVID-19 transformation strategy, Transition21. Through excellent communication through multiple channels to a diversity of audiences, it builds a compelling narrative around Arts Centre Melbourne's purpose, impact and value to the people of Victoria, the creative industries, and in generating advocacy for the Reimagining Arts Centre Melbourne project, central to the Victorian Government's Melbourne Arts Precinct Transformation.

The Role

Delivers on Arts Centre Melbourne's Media and Communications strategic goals and functional tasks: building awareness of Arts Centre Melbourne Presents programming through creative and effective campaigns; elevating our sector leadership positioning, visibility of reach and impact through cause-based campaigns; contributing to a compelling narrative about our value to the Victorian community – on stages and beyond.

Type	Full Time ongoing
Reports to	Head of Communications
Direct Reports	Advisors, Media and Communications x2
Salary	ACM Enterprise Agreement 2018 Band Full Time 4.1
Key Relationships	*Internal:* Marketing, Social, Programming, Producers, Collections, Presenter Services, Philanthropy, CEO's office, Strategy, Advocacy and Partnerships, Leadership Team, Customer Experience teams, Production *External:* Mainstream, niche and online media, influencers, major presenter PRs, major hirer PRs, and media colleagues in sector across arts, entertainment, tourism and other relevant industries
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation as part of the Reimagining Arts Centre Melbourne project)
Other	SGA Employee under the ACM Enterprise Agreement 2018 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)
Last Reviewed	April 2021

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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 Communications and demonstrated experience in media, communications or PR roles, preferably in the creative industries/cultural sector.
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Your skills and attributes

- Proven experience with developing and implementing communications strategies for campaigns, projects and issues.
- Experience managing and mentoring a small high performance, high capacity team.
- Experience managing and supporting internal and external strategic relationships internally and externally.
- Able to represent the organisation and act as a spokesperson as required.

In the role you will

Accountabilities:

- Lead the development and implementation of media/PR communications strategies and campaigns for Arts Centre Melbourne programming and experiences, and cause-based campaigns at a local, national and international level raising the visibility of core purpose, drive attendance and elevate brand awareness.
- Support a high performing team to deliver the media strategy on Arts Centre Melbourne Presents events, programs, projects and experiences.
- Leverage strategic relationships with media/influencers across diverse channels; supporting the Marketing and Social teams to develop holistic and fully-integrated campaigns, ensuring the integrity for Arts Centre Melbourne's brand; increased coverage of who we are and what we do across diverse channels, leading to increased profile, ticket sales and attendance; and provide publicity support for presenters where required.
- Mentor, lead and manage a team of Media and Communications Advisors, building a culture of high performance and quality outcomes.
- Lead on strategic and tactical planning that includes developing excellent relationships with a range of media stakeholders in support of business and campaign objectives.
- Set a framework to ensure production of quality media releases, lines for response, Q&As, briefings and backgrounders.

Decision making:

- Under the guidance and support of Head of Communications, 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 and tactical media coverage.
- Under broad direction of Head of Communications contribute to the development and management of strategies to increase reputation of ACM at a local, national and international level.

Systems:

- Use internal database Tessitura, media monitoring, Social Media as required.

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Working environment/physical requirements:

- Office based presence working alongside the Advisors, or remotely as required and agreed with the Head of Communications.
- 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 regular basis.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.
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You demonstrate our values

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

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