

Position Title: *Publicist*
Department: *Marketing*
Report to: *Public Relations Manager*
Direct Reports: *Not applicable*
Touring: *No*
Date: *July 2021*

Summary

The Publicist role is responsible for delivering exceptional communications that engage with new and loyal audiences to elevate The Australian Ballet's brand.

Winning the hearts and minds of Australians should be at the core of all of The Australian Ballet's PR activities. We want all Australians to respect and value their national ballet company irrespective of whether they attend our performances.

We want to have an image which is open to everyone – inclusive and approachable. We must be powerfully relevant to the Australian community.

Through the theme of dance, we will engage with the broader community and redefine our image as immersive, brave, creative, collaborative and inspiring.

The purpose of the role is to:

- Develop and deliver PR initiatives to increase brand awareness, audience growth and drive sales for The Australian Ballet.
- Promote The Australian Ballet through campaigns, activities and events to the media, general public and external audiences as well as through relationships with key journalists, bloggers, influencers, likeminded brands and partners.
- Contribute to the achievement of organisational revenue targets by achieving optimum national media coverage for The Australian Ballet in terms of quality placement and content.
- Secure strong positioning for the organisation as a national flagship arts company and an internationally significant ballet company.
- Secure and manage brand collaborations or alignments in relation to campaigns

Reporting to the Public Relations Manager, the role will collaborate with the broader portfolio to deliver the company's 2019-2023 Strategic Plan.

Our Company

The Australian Ballet exists to delight and inspire all Australians through the power of ballet.

The Australian Ballet is a globally recognised performing arts and entertainment company. Founded in 1962, it is Australia's national dance company and a leading cultural ambassador on the world stage.

For over five decades The Australian Ballet has delivered exceptional performances to generations, across Australia and the world. Hundreds of dancers, choreographers, designers, teachers, composers, costumiers and a passionate supporting cast have turned the company into an iconic brand.

The company presents a broad range of repertoire that honours the traditions of ballet while looking towards its future with contemporary works by major Australian and international choreographers.

Regular investment in new commissions furthers the development of this dynamic art form. At every level of the organisation, tradition and innovation go hand in hand.

Every year the company presents upwards of 14 main stage seasons across Melbourne, Sydney, Brisbane, Canberra, Perth and Adelaide, as well as audience engagement programs, special events and an extensive regional tour.

The administration offices, production department, music department and rehearsal studios are located at The Australian Ballet Centre, 2 Kavanagh Street, Southbank, Victoria. The Australian Ballet performs on a regular basis at Arts Centre Melbourne and Sydney Opera House, as well as other interstate venues. The company also tours overseas.

Our Values

We are exceptional In our art we strive to inspire, transform and to connect emotionally with our audiences. Beauty, athleticism, technical excellence and strength are hallmarks of our aesthetic.

We are ambitious We know where we are going. We believe in our ability to make things happen and to reach for the stars. We're disciplined and don't give up. We do things today.

We are innovators Creativity powers our company. We value knowledge, experience, open-mindedness, fresh thinking and passion on and off the stage.

We are proudly Australian Our company joyfully reflects the rich diversity of our nation, speaking to all Australians, and about Australia, to the world.

We are one team We work as one team towards common goals across the entire organisation, wherever we are and whatever we do. We are friendly, trusting in our relationships, always open to the other point of view, and willing to have courageous conversations.

We are sustainable We recognise the importance of diverse and growing income streams, and our dependence on state-of-the-art facilities and systems. We emphasise analysis, critical thinking, and careful planning in all our work.

Duties and Responsibilities

Develop PR initiatives and execute integrated communication plans to deliver new audiences and commercial revenue for The Australian Ballet

- Generate compelling and creative story angles in line with the overarching strategy to build the profile of the company and its people
- Drive and implement media events including media calls and launches
- Create and drive innovative publicity campaigns in support of The Australian Ballet's national performance seasons, audience engagement activities and sponsor initiatives achieving optimum media coverage
- Continuously come up with new, creative ways of increasing brand awareness to attract new audiences
- Create communication materials that are of the highest standard and according to The Australian Ballet's brand identity, e.g. media releases, media kits
- Be the champion of key brand communications messaging
- Maintain strong media relationships and up to date media lists and contact databases
- Daily media monitoring and media coverage management, circulating relevant industry news and articles of interest with key stakeholders
- Deliver effective post campaign analysis and media reporting to demonstrate the ROI for all PR activity and overall contribution to the marketing strategy

Secure strong positioning for the organisation as a national flagship arts company and an internationally significant ballet company

- Contribute to a communications strategy to support the company's Strategic Plan and annual plan and report regularly on progress against the plan
- Proactively use media channels to build David Hallberg's profile as a leading cultural voice in Australia
- Leverage relationships across the organisation to obtain accurate data and expert commentary to respond to media queries and issues
- Arrange and coordinate interviews, photo and film shoots, and other media activities designed to enhance the profile of the company, its performances and artists
- Proactively seek profiling opportunities for key spokespeople of The Australian Ballet on an 'always on' basis to maintain brand awareness
- Undertake any other duties as reasonably requested by the Public Relations Manager and Director Marketing and Sales

QUALIFICATIONS AND EXPERIENCE

- A minimum five years' experience developing strategies and executing public relations campaigns for iconic brands and or as a journalist
- A proven track record of achieving and surpassing revenue targets
- Exceptional understanding of the Australian national media landscape and proven examples of national media coverage secured
- A proven track record in developing and converting new audiences
- Bachelor of Communications or a similar discipline

ATTRIBUTES

To successfully fulfil the roles and responsibilities, the Publicist should demonstrate the following skills, knowledge and qualities:

- Exceptional written communication skills
- An understanding of the arts, dance, the "business" and activities of The Australian Ballet and alignment with The Australian Ballet values.
- Strong understanding of what drives media coverage and the ability to pitch stories
- Strong communication skills and the ability to influence
- Ability to manage competing demands, set priorities and work to tight deadlines
- Attention to detail and quality awareness
- High level interpersonal skills
- Creative thinker
- Digitally savvy
- Proactive
- Results driven

KEY PERFORMANCE INDICATORS

- Box office and other commercial targets activity achieve/surpass revenue targets
- Positive and growing reputation and profile of company
- Value of media coverage secured
- Diversity of editorial coverage, in terms of content and placement
- Positive feedback received from external stakeholders