

## ROLE DESCRIPTION

<b>ROLE TITLE:</b> COMMUNICATIONS AND PUBLICITY OFFICER <b>CLASSIFICATION:</b> ASO4 <b>EMPLOYMENT TYPE:</b> 2 Yr term	<b>TEAM:</b> RELATIONSHIPS <b>LOCATION:</b> COLLINSWOOD <b>DATE:</b> JUNE 2025
<b>REPORTS TO:</b> Marketing Manager	<b>ROLES REPORTING TO THIS ROLE:</b> Nil
<b>ROLE PURPOSE:</b> Responsible for developing and implementing effective communication and publicity strategies for all arts and culture programs, stakeholder engagement and corporate services.	
<b>KEY RESPONSIBILITIES OF ROLE:</b> <ol style="list-style-type: none"> <li>1. Develop and implement communication and publicity campaigns that build and maintain audiences and raise our profile among stakeholders, including supporters and donors.</li> <li>2. Proactively seek opportunities for publicity and exposure across all media platforms that underpin the brand and contribute to the success of the organisation's strategic priorities, programs and outcomes.</li> <li>3. Build and maintain positive relationships across local and national media agencies.</li> <li>4. Provide copywriting and communication expertise to support the work of the organisation's programs for internal and external communications, including the development of speeches, media liaison, and stakeholder engagement opportunities.</li> <li>5. Manage and monitor data that analyses the effectiveness of publicity activity, and provide data driven recommendations and timely reporting to ensure activities align with the organisation's objectives.</li> <li>6. Contribute to the production of quality documentation to promote and share the impact of the organisations work.</li> <li>7. Broad understanding of Marketing principles and practices.</li> <li>8. Contribute to achieving the Reconciliation Action Plan, Strategic Plan and Equity Plan</li> </ol>	
<b>KEY RELATIONSHIPS:</b> <ul style="list-style-type: none"> <li>• Internally: Work in collaboration with the Relationships (marketing and development) team and closely with Leaders, Managers, Arts Centres and Sustainability teams.</li> <li>• Externally: Work closely with media and key external stakeholders (including sponsors, donors, government departments, arts organisations and artists).</li> </ul>	
<b>SPECIAL CONDITIONS:</b> <ul style="list-style-type: none"> <li>• Occasional out of hours work may be required.</li> <li>• Occasional intrastate/interstate travel may be required.</li> <li>• Hold a current Australian Driver's Licence.</li> <li>• Required to participate in the Country Arts SA Staff Development Review Process and achieve performance targets as negotiated and mutually agreed with the manager.</li> </ul>	

#### KEY SELECTION CRITERIA:

- Demonstrated experience working in publicity, public relations or communications. Experience within the arts, culture, or entertainment sector desirable but not essential.
- Proven ability to establish and maintain the confidence, trust, and cooperation of a network of people internally and externally, including the public, media and a diverse range of stakeholders.
- Exceptional written and verbal communication skills, with the ability to craft compelling stories through media releases, online news stories and stakeholder engagement materials.
- Highly organised with an entrepreneurial approach, able to work in a fast-paced environment to deliver timely, effective publicity campaigns on tight deadlines and within budgets.
- Strong attention to detail, with demonstrated problem solving skills to achieve sustainable outcomes.
- Ability to build a positive organisational profile through effective communication strategies and publicity campaigns.
- Collaborate with team members to achieve business partnership outcomes.
- An understanding of corporate governance, risk management, intellectual property, procurement, legal and compliance frameworks, WHS and applying sustainable practices
- Experience using Microsoft Office, digital project management tools, email marketing platforms and media monitoring systems is desirable.

#### YOU DEMONSTRATE OUR VALUES:

- Our Values are central to the way we work and are the cornerstones for how we interact with industry, community, business partners, governments and each other:
- We keep regional South Australia at our core by being informed, led by and responsive to regional communities **(Place)**
- We generate local and national legacies by embedding artists in regional communities **(Impact)**
- We embrace diverse experiences and perspectives of regional South Australia's diverse communities and address the barriers that stop people from getting involved **(Equity)**
- We nurture, celebrate and showcase creativity from across regional South Australian **(Creativity)**
- We embrace diversity and act with integrity, transparency and generosity **(Respect)**

#### WORK HEALTH AND SAFETY OBLIGATIONS:

- Maintain a commitment to the Work Health and Safety Act 2014 legislative requirements.
- Proactively promote, and follow workplace safety procedures and contribute to creating a safe working environment.
- Accept responsibility for your own and other's safety.
- Actively participates in consultation about work, health and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

#### CORPORATE RESPONSIBILITIES:

- Keeping accurate and complete records of business activities in accordance with the *State Records Act 1997*.
- Maintaining a commitment to the *Public Sector Act 2009*, Ethical Conduct and the Code of Ethics for *South Australian Public Sector* and their legislative requirements.
- Supporting and advocating Equal Employment Opportunity (EEO) and diversity in the workplace in accordance with EEO legislation. In particular, maintaining a commitment to promote an inclusive workplace in support of Aboriginal and Torres Strait Islander people and other underrepresented groups.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.

## **CORE COMPETENCIES & ASSOCIATED BEHAVIOURS EXPECTED AT THIS CLASSIFICATION:**

### **Holds Big Picture View at Local and Individual Level**

- ☒ Sees the big picture and understands how their work contributes to the strategic direction.
- ☒ Understands and supports organisational goals and business objectives.
- ☒ Responds in a positive and flexible manner to change and uncertainty.
- ☒ Identifies, defines and solves problems that may impact on own work objectives.
- ☒ Demonstrates an understanding of both internal and external factors and influences that may affect own work outcomes.

### **Achieves Results**

- ☐ Understands individual and team capabilities and makes effective use of own capabilities.
- ☒ Takes into account the associated advantages and disadvantages of a range of options to deliver the best results.
- ☐ Understands how work practices are governed by Public Sector legislation, regulations and policies.
- ☒ Sees work tasks through to completion with agreed timeframes to achieve quality outcomes.
- ☒ Applies specialist expertise of self and others to achieve business outcomes.

### **Promotes Business Excellence**

- ☒ Provides support to implement new innovative initiatives and promotes change.
- ☒ Gathers and investigates information from diverse sources to keep abreast of new developments.
- ☒ Seeks out and participates in learning opportunities. Understands and acts on constructive feedback and works towards agreed performance standards.
- ☐ Promotes a strong customer service culture by understanding needs.
- ☐ Assists and supports financial monitoring, procurement and contract procedures.

### **Builds Positive Working Relationships**

- ☒ Listens to and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns.
- ☒ Can identify conflict in situations and acts sensitively, objectively and constructively to de-escalate conflict.
- ☒ Works collaboratively and shares information with own team and seeks input from others.
- ☒ Builds and sustains positive relationships with team members, stakeholders and clients.
- ☒ Confidently communicates messages in a clear and concise manner using appropriate language.

### **Displays Personal Drive and Professionalism**

- ☒ Acts with integrity & promotes consistency among principles, organisational values and ethical behaviour.
- ☒ Provides impartial and forthright advice. Challenges issues constructively and justifies own position when challenged. Acknowledges mistakes and learns from them.
- ☒ Persists and focuses on achieving objectives in difficult circumstances responding in a positive and controlled manner.
- ☒ Self-evaluates performance and seeks feedback from others. Recognises how behaviour impacts on others
- ☐ Committed to self-development.
- ☐ Contributes to a culture that values and respects diversity and models this in all interactions.
- ☐ Ensures standards for the safety and wellbeing of self and others are maintained.