

ROLE DESCRIPTION

ROLE TITLE:	Publicist	AGENCY:	Department of the Premier and Cabinet
CLASSIFICATION:	ASO4	DIVISION:	Art Gallery of South Australia
ROLE NUMBER:	P65451	BUSINESS UNIT:	Art Gallery of South Australia

REPORTS TO: Head of Communications

ROLES REPORTING TO THIS ROLE: Nil

BUDGET: Nil

ROLE PURPOSE: The Publicist will work closely with the Head of Communications to deliver effective media and communications campaigns that promote AGSA's key exhibitions, programs and major announcements. The Publicist will leverage editorial opportunities that communicate AGSA's rich content in creative and impactful ways.

KEY OUTCOMES OF ROLE:

1. Develop publicity ideas and materials and coordinate a range of campaign logistical activities for non-ticketed secondary exhibitions, displays and events at AGSA.
2. Ensure successful and prosperous relationships are built with media, journalists and other stakeholders, and leverage them to ensure AGSA is showcased effectively, and its stories reach national and international audiences.
3. Actively liaise with journalists on a daily basis on story angles and ideas, developing pitches, media briefs and content opportunities that secure impactful media coverage.
4. Draft media releases and media briefs, research and write pitches, and develop content opportunities that secure impactful media coverage that is in line with AGSA's brand and ethos.
5. Contribute to the effective development and planning of publicity campaigns for AGSA's major exhibitions, events displays and programs.
6. Coordinate media events, media familiarisations and on-site journalist, photographer and film crew visits to AGSA.
7. Coordinate the development of exhibition reports, media kits, media portals and media travel itineraries in collaboration with the Head of Communications and Communications Officer.
8. Support the Head of Communications in the development of reactive media statements and strategies.
9. Contribute to the positive positioning the Gallery, its collection, curators and the Director in accordance with AGSA's strategic plan.

KEY RELATIONSHIPS / INTERACTIONS:

- Works closely with all teams across AGSA.
- External working relationships include media, media monitoring agencies, photographers and other creative suppliers and relevant SA Government staff.

SPECIAL CONDITIONS:

- Applicants will be required to undergo the appropriate and relevant Employment Screening Assessment(s) required for this role in line with the DPC Employment Screening Policy.
- This role requires:
 - National Police Check
 - Working with Children Check
 - Security Clearance (including Baseline, Negative Vetting Level 1, Negative Vetting Level 2, Positive Vetting)
- The Incumbent will be required to participate in the department's Performance Management Program.
- The Incumbent may be assigned to another position at this remuneration level or equivalent.

KEY SELECTION CRITERIA:

- Experience working in publicity, communications media or a similar role including proactively identifying effective media angles, opportunities and potential risks.
- Excellent ability to write and edit media releases, media briefing documents, media pitches for diverse audiences.
- Proficient use of Microsoft Office Suite of packages.
- Excellent interpersonal skills; confident and professional approach to dealing with a wide range of stakeholders including the media and creative suppliers.
- Well-developed communication and organisational skills including attention to detail, communicating clearly, concisely and effectively both verbally and in writing with diverse audiences and people at all levels, ethical decision making.
- Demonstrated ability to work both independently and collaboratively in a team, under limited direction, determine priorities, plan and organise work, and exercise judgment in areas where precedents or procedures are not clearly defined.
- Experience implementing and coordinating communications strategies and campaigns.
- Experience in liaison with journalists, film crews and photographers.
- A degree in communications, media and publication relations is desirable.
- Sound knowledge of event management, administration and logistics processes, practices and systems.
- Demonstrated understanding of the arts and cultural industry; experience in an art gallery, museum or other cultural organisation is desirable.

SOUTH AUSTRALIAN PUBLIC SECTOR PURPOSE

- Making a difference so South Australia thrives

SOUTH AUSTRALIAN PUBLIC SECTOR VALUES

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Trust ▪ Service ▪ Professionalism ▪ Respect | <ul style="list-style-type: none"> ▪ Collaboration and Engagement ▪ Honesty and Integrity ▪ Courage and Tenacity ▪ Sustainability |
|--|---|

CORPORATE RESPONSIBILITIES

Incumbents are responsible for:

- 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](#), [The Code of Ethics for the South Australian Public Sector](#), and the legislative requirements of the [Public Sector Act 2009](#) and [Work Health and Safety Act 2012](#).
- Creating and maintaining a diverse, accessible, inclusive and culturally safe workplace to enable us to reflect our community.
- At all times acting in a manner that is non-threatening, courteous, respectful, and consistent with DPC's accreditation as a White Ribbon workplace.
- Demonstrating a genuine commitment to Reconciliation, and the achievement of Reconciliation Action Plan outcomes.

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 and changes in the Public Sector environment
- 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 & 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