

Publicity Manager

Working at the Sydney Symphony Orchestra means you are part of an organisation that has presented music in Sydney and around the world for 90 years. We tour with some of the greatest names in classical music, and present unique on-stage collaborations with performers from across the world of music in our home city.

Our priority is to support live music, our staff and musicians and our loyal customers who demonstrate their rock-solid support every day.

Primary purpose of the role:

The Publicity Manager is responsible for interfaces with all external media and stakeholders, creating and positioning the best possible public image for the Sydney Symphony Orchestra.

The Publicity Manager supports the entire organisation with the development, execution and management of all corporate communications, media/ PR and publications.

The role develops, writes, edits and oversees public written and verbal messaging.

Key accountabilities:

- Build and maintain strong relations and networks with external media, industry and stakeholders
- Liaise with the media to ensure awareness of the wide range of programs and activities undertaken by the Sydney Symphony Orchestra
- Develop and implement long-term and project-based communications strategies
- Build the individual profiles of Sydney Symphony Orchestra musicians in the public sphere
- Collate biographical and photographic material for all musicians, staff and guest artists for use by media when required
- Work closely with marketing to create publicity campaigns to maximize box office revenue
- Research and collect information and data for content and communications strategy
- Conduct media monitoring
- Identify and research media outlets, producers, editors, and reporters receptive to the Sydney Symphony Orchestra message
- Identify good stories and exercise good storytelling skills to media
- Identify key trends in media and popular culture and align with Orchestra's messaging to those trends where appropriate

Qualifications and Skills:

- 3 years' experience in public relations
- High level relationship skills
- High level of initiative, strong organisational & negotiation skills
- Excellent communication and presentation skills
- Relevant tertiary qualifications in communications or similar
- Existing contacts in Sydney/national arts media (desirable)
- Knowledge and passion for classical and contemporary orchestral music
- Capacity to prioritise and delegate tasks under tight time constraints

Development:

- Continue professional development with a focus on media operations
- Develop influencing skills

To apply: email a **CV and Cover Letter** to recruitment@sydneysymphony.com

Applications close: 1st March 2024, 5pm