

POSITION DESCRIPTION

PR Coordinator

Position Title:	PR Coordinator
Department:	Public Relations Department
Location:	Based at The Opera Centre, Surry Hills but may be required to work and/or be based at other company work locations, as required.
Classification:	Administration
Employment Type:	1 year contract with view to extend

THE COMPANY

Opera Australia is the country's national opera company, dedicated to enriching Australia's cultural landscape with world-class opera productions and sustaining and developing the art form into the future.

Opera Australia is now an internationally recognised Company. It is the third busiest opera company in the world and the largest performing arts organisation in Australia, with over 600 performances annually, including two seasons each year in Sydney and Melbourne, Opera on Sydney Harbour, Opera on the Beach, musical theatre, free opera concerts, schools tours, a regional tour and a range of other activities.

For further information please refer to our website at opera.org.au.

THE PR DEPARTMENT

The Opera Australia PR Department is responsible for the generation of media coverage to promote all their main-stage productions in Sydney and Melbourne, the touring program, major events and projects as well as company announcements and corporate branding communications to local, national and international media. A small, energetic and positive team drives strategies and activities to maximise media coverage, social media chatter and public awareness.

POSITION SUMMARY

The PR Coordinator provides administrative and publicity support for the Department and has responsibility for small publicity campaigns. They will maintain media contact lists, draft media releases, manage invitations, update the website, assist with events and look after all media coverage as well as general administrative tasks.

A great role for someone keen to embark on a career in arts/entertainment publicity.

KEY ACCOUNTABILITIES

- **Administrative support**
 - Assist with facilitating media requests for information, images and ticketing
 - Create listings for Opera Australia performances on tourism and event listing websites
 - Manage the database and coordinate distribution of media materials
 - Assist with coordinating media calls
 - Assist publicists with photo shoots and artist interviews
 - Compile artist information including biographies and photos
 - Assist with drafting media releases for listings, productions, tours and events
 - Process all PR invoices and track department expenditure
 - Maintain online Media Centre including upload of images, multimedia and media releases
 - Booking travel for PR team

- Managing weekly meetings, room bookings and meeting notes
- **Maintain up to date digital press clippings files**
 - Utilise iSentia portals to capture and summarise all relevant media coverage
 - Supply coverage to artists and agents on request
 - Chase up video and audio clips directly with media as required
 - Compile coverage reports as required for Board, management and stakeholder reports
- **Events assistance**
 - Management of invites lists, RSVPs and confirm attendances
 - Work with PR team on red carpets at major openings
 - Provide general assistance at events when needed
 - Assist with logistics of season launch and other events as required
 - Attend Opening Nights and at other events throughout the year
- **Publicity**
 - Manage the publicity for OA's schools program and regional touring program

KEY SELECTION CRITERIA

- Graduate tertiary communications course or recent experience in a publicity coordinator's role
- Excellent written and verbal communications skills
- High level computer skills including proficiency with Microsoft Office
- Experience using Photoshop would highly regarded
- Experience working with social media platforms
- Efficient and well organised, able to prioritise tasks
- Diplomacy, respectfulness, a positive attitude and the ability to remain calm under pressure
- Genuine desire to develop a career in Arts PR

OTHER CONSIDERATIONS

Appointment to this position is subject to the position holder having residency status and/or possessing a visa with work rights. Appointment may also be subject to passing a mandatory Working with Children check, where required by law. For some positions, an independent health and fitness check or criminal records check may also be required.

COMMON ACCOUNTABILITIES

Opera Australia is committed to the health, safety and wellbeing of its staff. The company and its staff must comply with a range of statutory requirements, including equal opportunity, work health and safety, privacy and trade practice. The Company also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working. Appointees are accountable for completing training on these matters and ensuring their knowledge, and the knowledge of their staff is up to date.

Ends