

POSITION DESCRIPTION

Public Relations Assistant

Position Title: Public Relations Assistant

Unit: Support

Reporting to: Communications Manager

Location: Based at The Opera Centre, Sydney, but may be required to work and/or be based at other company work locations, as required.

Opera Australia’s Vision is to enrich Australia’s cultural life with exceptional opera and musical theatre.

Job Purpose

The Public Relations Assistant will support all PR and event activities and is responsible for the smooth running of the Public Relations department.

Key Accountabilities

Major Responsibilities	Accountabilities	% total job
1. Public Relations Assistance	<ul style="list-style-type: none"> • Assist with coordinating media calls, photo shoots, interviews, launches and red carpets. • Assist with social media content creation and influencer campaigns. • Assist with drafting media releases, backgrounders and alerts. • Support media outreach across all performance seasons. • Maintain online Media Centre including upload of images, multimedia and media releases. • Compile artist information, including biographies and photos. • Manage the media database and coordinate distribution of media materials. • Manage media monitoring service Stream to compile coverage for regular reporting. • Facilitate media requests for information, images and tickets. • Manage invitation lists, RSVPs and confirm attendances. • Create performance listings on tourism and event websites. 	70%
2. Administration	<ul style="list-style-type: none"> • Maintain files of media coverage, compiling summary reports as required for Board, management and stakeholders. • Supply coverage and images to artists and agents on request. • Administer accurate and timely department documentation, budget tracking and file management. • Support the Public Relations team with travel and accommodation booking as required. • Raise purchase orders, reconcile invoices and track expenses • Provide general administrative support to the PR team, including team meeting coordination and note taking. 	30%
3. Health and Safety	<ul style="list-style-type: none"> • Take reasonable care of your own health and safety and that of others; • Ensure that your acts or omissions do not adversely affect others; and 	Continual

	<ul style="list-style-type: none"> Comply with OA SAFE and any reasonable instructions, policies and procedure given by OA, to enable OA to comply with WHS laws and maintain a safe working environment. 	
<p>All Opera Australia employees are expected to act and advocate for the highest levels of ethical standards and integrity including compliance with Opera Australia policy and relevant legislation.</p>		

Key Selection Criteria

Education and Qualifications	R	P
Tertiary qualifications in communications	X	
Knowledge and Experience	R	P
Prior work experience or internship in public relations.		X
Technical / Specialist Competencies	R	P
Knowledge of MS Office applications.	X	
Knowledge of Adobe Creative Suite applications.		X
Knowledge of content management systems.		X
Good working knowledge of social media platforms	X	
Knowledge of opera.		X
Behavioural Competencies	Level	
Verbal and written communication	Advanced	
Interpersonal and relationship management	High	
Attention to detail	High	
Time management	Intermediate	

Working Relationships

Key internal stakeholders
Artists and Artistic Unit, Producers, Finance team and Support Unit
Key external stakeholders
Media, Contractors and Suppliers, Artists Agents

Important note: This job description serves as a guide to the scope and range of activities that may be required of the incumbent and may change at any time according to the needs and priorities of Opera Australia.

To be completed by Human Resources

Remuneration Level	6		
Role ID		Date Approved	12/01/2020
Industrial instrument and Grade	National Employment Standards		