



Position Description Media Ticketing Assistant

POSITION:	Media Ticketing Assistant
LOCATION:	Adelaide Fringe Inc.
TERM:	Fixed term, salaried contract position
START DATE:	14 November 2011
END DATE:	23 March 2012
REPORTS TO:	Senior Publicist
SALARY:	\$40,000 per annum, pro rata, plus 9% superannuation

ORGANISATIONAL CONTEXT

Adelaide Fringe is one of the most significant events on Adelaide's cultural calendar and widely regarded as one of the best and most successful events of its kind in the world. Adelaide Fringe is an annual open-access festival in which thousands of artists self-present a diverse range of events across all art forms.

1. POSITION SUMMARY

The Publicity team sits within the Marketing & Business Development Department and is responsible for the coordination and implementation of the media relations, publicity, promotional and public relations campaigns for Adelaide Fringe.

Reporting to the Senior Publicist, the Media Ticketing Assistant's principal role is the coordination of media accreditation and ticketing for Adelaide Fringe and to support and assist the publicity team. Key responsibilities are fielding general media inquiries regarding accreditation and ticketing, assisting with the ongoing maintenance of the media database and coordinating all media ticketing for Adelaide Fringe registered events. The position requires constant liaison with Adelaide Fringe artists and staff and with local, national and international media.

2. ORGANISATIONAL RELATIONSHIP

Reports to:	Senior Publicist
Department:	Marketing & Business Development
Supervises:	Interns & volunteers (as required)

Internal Liaisons: Director & Chief Executive, Head of Marketing & Business Development, Senior Publicist, Publicist, Marketing Coordinator, Creative Producer, Artist Services Manager and other Adelaide Fringe staff.

External Liaisons: Local, national and international media (television, print and radio) and Adelaide Fringe registered artists.

3. KEY RESPONSIBILITIES

- 3.1** In consultation with the Senior Publicist create, maintain and manage Adelaide Fringe's media accreditation and ticketing systems.
- 3.2** Work closely and effectively with the Publicity team in the ongoing management of media accreditation and media ticketing to all Adelaide Fringe registered events.
- 3.3** Coordinate all Adelaide Fringe accredited media ticketing requests/allocations and maintain accurate records of media attendance at all ticketed events.
- 3.4** Field general media enquiries and attend to ongoing media accreditation queries, ticket requests and credential production.
- 3.5** Produce the daily diary listings for The Advertiser.
- 3.6** Update media contacts for the *Media Contact List* (resource for Adelaide Fringe registered artists).
- 3.7** Ongoing and effective liaison with Adelaide Fringe artists (both directly and through the Artist Services Team) and members of the media.
- 3.8** Develop effective relationships with key media and artists.
- 3.9** Collate the media kits supplied by registered Adelaide Fringe artists.
- 3.10** Work with the Publicity team on the logical filing and archiving of media clippings.
- 3.11** In consultation with the Senior Publicist, Marketing Coordinator and Artist Services Manager plan and manage the media section of the Adelaide Fringe website.
- 3.12** Assist in the coordination of media attendance to all Adelaide Fringe events and launches.
- 3.13** Assist the Publicity team with all Adelaide Fringe media calls, press conferences, interviews and photo shoots.
- 3.14** Assist the Senior Publicity in the compilation and timely delivery of a post-event media audit.
- 3.15** Provide effective and on-going support to the Publicity team in the lead up to and at all times during Adelaide Fringe 2012.
- 3.16** Undertake projects/activities as directed by the Senior Publicist and/or Head of Marketing & Business Development.

4. SELECTION CRITERIA

- 4.1** Experience in publicity, public relations and/or marketing, preferably within an arts and/or festival context.
- 4.2** Good understanding of publicity, public relations and/or marketing principles.
- 4.3** Experience in coordinating events and/or projects in the arts or a related field.
- 4.4** Demonstrated experience with Microsoft Office applications including Word and Outlook, with a particular working knowledge of Microsoft Excel.
- 4.5** Proven experience in record keeping and managing database content.
- 4.6** Working knowledge of the basic principles of the media.
- 4.7** A tertiary qualifications in Event Management, Public Relations, Marketing, Communications or a related field would be highly regarded.

5. PERSONAL ATTRIBUTES

- 5.1** Outstanding communication skills with the ability to liaise, interact and communicate effectively and easily with a broad range of people, both internal and external to the organisation, in a professional and ethical manner.
- 5.2** A positive and enthusiastic attitude with a commitment to the arts.
- 5.3** High level organisational, time management, strategic planning and problem solving skills.
- 5.4** Ability to work effectively as a team player as well as independently.
- 5.5** High level of attention to detail.
- 5.6** Self reliant and self motivated.
- 5.7** Ability to work effectively as a team player as well as independently.
- 5.8** Creative, lateral thinking and flexible approach.
- 5.9** Ability to manage complex tasks and cope with high pressure situations and competing deadlines.
- 5.10** Patient, amiable and good humored.