



ROLE DESCRIPTION

Title: Senior Publicist – Events

Division: Communications

Location: Sydney, Australia

Grade Equivalent: Grade 9/10

Kind of Employment: Ongoing

ANZSCO Code: 225311 PCAT Code: 1111492

Date of Approval: February 2018

Agency Website: <http://www.destinationnsw.com.au>

1. OVERVIEW

Destination NSW is a Public Service Executive agency with responsibility for devising and implementing strategies to grow the visitor economy. Our particular focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and Regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim to secure more international conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and Regional NSW.

Destination NSW is headquartered in Sydney, with offices and representatives in Singapore, Hong Kong, Shanghai, Beijing, Chengdu, Guangzhou, London, Germany, Los Angeles, Auckland, Tokyo, Mumbai and Seoul. See <http://www.destinationnsw.com.au> for further details.

VISION

To make Sydney and NSW one of the world's most successful tourism and events destinations.

MISSION

To triple overnight visitor expenditure by 2030 and maximise the benefits of the visitor economy for NSW.

CORPORATE GOALS

- Position Sydney and New South Wales as Australia's premier tourism and major events destinations.
- Attract and secure high value Major Events.
- Maximise yield and dispersal from the Visitor Economy.
- Build a sustainable Events Calendar for NSW.
- Create and sustain a high performance organisation.

STRATEGIC OBJECTIVES

1. Achieve visitor economy 2030 target and implement the Visitor Economy Action Plan.
2. Position Sydney & NSW as Australia's premier tourism and events destination.
3. Develop the strongest and most compelling events calendar in Australia.
4. Ensure strong industry, stakeholder and customer engagement.
5. Deliver value in our partnership/co-op programs.
6. Attract and retain the best staff and build staff capacity and capabilities.

2. PURPOSE OF ROLE

Develop, drive and manage domestic and international tourism and event publicity programs that contribute to raising awareness of, and visitation to, New South Wales destinations and events. This includes destination publicity and media relations, consumer communications and promotional activities. Specialist focus area on ensuring events supported by Destination NSW, and those which position Sydney and NSW in line with our objectives, are leveraged for destination-related publicity.

Responsible for developing and delivering publicity programs for specific countries including India and New Zealand (or as directed by General Manager).

3. KEY ACCOUNTABILITIES

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPIs
Destination/ Events Publicity & Promotions	50%	<ul style="list-style-type: none">▪ Develop, drive and implement a proactive program of media targeting and liaison designed to secure editorial coverage for New South Wales destinations, experiences and events.▪ Work closely with the Events Development Team to develop publicity and promotional programs to support Destination NSW Events with responsibilities including:<ul style="list-style-type: none">– Development of publicity campaigns to support each sports and lifestyle event to ensure coverage relating to the event is secured, with a heavy destination focus– Identification and targeting of media to cover each event from an editorial, news and family perspective– Creation of bespoke media itineraries to leverage the event but highlight Sydney and NSW destination content– Hosting media visit programs for visiting journalists, and undertaking briefings and debriefings as required– Working closely with the PR Managers, International and Domestic Media, and the other portfolio publicity teams to deliver an integrated publicity campaign– Working closely with the Ministerial and Corporate Communications team to ensure additional Ministerial opportunities are identified and leveraged.▪ Proactively identify, develop, pitch and leverage Destination NSW assets and opportunities for positive publicity.▪ Provide input to the creative Editorial Calendar of opportunities for DNSW to actively pursue with media.▪ Initiate, develop and manage a range of destination and event consumer promotions either directly with media, or as general public activations. Responsibilities for this include project management of promotion, industry in-kind negotiations and liaison, stakeholder management, media targeting and liaison.	<ul style="list-style-type: none">▪ High quality coverage secured for NSW events and destinations.▪ Input to comprehensive calendar of editorial opportunities.▪ Securing of 'on target' media opportunities to leverage DNSW events and destinations.▪ Support of strong program of media families to support campaigns.▪ Delivery of unique opportunities for DNSW to leverage, with cross over to Ministerial opportunities (announceables etc).▪ Delivery of consumer promotion opportunities to support campaigns.▪ Preparation of quality media materials with strong cut message cut through.

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPIs
		<ul style="list-style-type: none"> ▪ Prepare editorial content, news releases and research materials on Sydney and Regional NSW destinations, events product and attractions. ▪ Participate in Destination NSW marketing campaign project teams to advise and implement publicity and promotional opportunities related to campaign activities. 	
PR Programs	25%	<ul style="list-style-type: none"> ▪ Liaise with all event stakeholders to develop and deliver effective PR programs for each activity that DNSW is engaged with. ▪ Liaise with the Ministerial and Corporate Communications team to ensure that all government requirements and proactive opportunities for positive coverage are delivered in the promotion of events. ▪ Work cooperatively with the PR Managers of International and Domestic media to ensure that event promotion (including publicity and media hosting) is effectively integrated into these programs. ▪ Work with the editorial and content team to ensure that event content is appropriately secured and leveraged. ▪ Identify and understand any risks associated with the DNSW's support of an event and liaise accordingly with the Ministerial and Corporate Communications team and other stakeholders to ensure these are appropriately managed. ▪ Procure and manage any third party supporters (e.g. PR agencies) appropriately. 	<ul style="list-style-type: none"> ▪ Delivery of portfolio PR plans that integrate with the international, domestic and corporate communications plans. ▪ Successful management of stakeholder relationships to deliver on KPIs.
Best practice publicity / results focused performance	5%	<ul style="list-style-type: none"> ▪ Assist in identifying and tracking trends in media reporting and the changing media landscape around digital and social media channels. ▪ Review of non-DNSW publicity campaigns and recommendations for new tactics to be leveraged shared with the Director and Communications. 	<ul style="list-style-type: none"> ▪ Suggestions given for improved reporting and publicity tactics.

KEY RESULT AREA	%	RESPONSIBILITY	Role Specific KPIs
Relationship Management	10%	<ul style="list-style-type: none"> Manage media opportunities in a timely and professional manner. Build and maintain a broad network of contacts across all media and industry sectors, liaising on a day-to-day basis to negotiate positive coverage of destination, events and tourism products. Develop strong relationships with industry stakeholders who participate in media programs and ensure media feedback is completed in a timely fashion. Maintain strong working relationships with media arms of other agency stakeholders and key industry partners, including Tourism Australia, Sydney Harbour Foreshore Authority and the NSW Department of Trade and Investment. Represent Destination NSW and deliver presentations at briefings and seminars. Analyse market research, prepare detailed reports and communicate industry intelligence to tourism operators and key stakeholders. 	<ul style="list-style-type: none"> Media contacts developed and available to call on for opportunities or managing issues. Positive stakeholder relationships that provide for effective event delivery (maximising opportunities and minimising risk). Positive international relationships and seamless integration with cross-functional teams. Relationships established within tourism industry.
Operational and Financial Management (including Reporting)	5%	<ul style="list-style-type: none"> Prepare and manage the portfolio budget. Contribute to the Destination NSW strategic, operational and budgetary planning and management process to achieve corporate and strategic objectives. Develop and/or contribute to succinct, timely, informative and accurate briefings, papers and corporate reporting requirement. Update and ensure CRM system accurately reflects internal & external customers with whom the position engages. Be proactive in suggesting areas for improvement in internal processes along with possible solutions. 	<ul style="list-style-type: none"> Reports are accurate and delivered to deadline.
Team Work and Collaboration	5%	<ul style="list-style-type: none"> Foster a collaborative team spirit focused on service delivery to both internal and external clients. Proactively keep up to date with issues that may impact the Visitor Economy and actively participate as team member across Destination NSW, contributing to and undertaking special projects and activities, as required. Represent Destination NSW at industry, government and public forums and on working parties and committees. Promote teamwork and achievement of common purpose by encouraging all Destination Team members to share information and ideas. Undertake other duties as directed by Director, General Manager or CEO. 	<ul style="list-style-type: none"> Proactively contribute to DNSW's results. DNSW represented in an appropriate manner. Contributes effectively to Destination NSW's operations. Information and advice provided to other DNSW Business Units in a timely manner.

4. KEY CHALLENGES

- Strategically balancing a range of competing priorities and ensuring the achievement of results and deadlines with limited resources.
- Delivering high quality support to stakeholders that enables the delivery of KPIs.
- Working accurately and effectively in a fast-paced and high volume environment.
- Establishing and managing working relationships and networks with the media, so that publicity is generated on product and destinations that fit corporate objectives.
- Balancing and attaining industry co-operation and support so that the media familiarisation program can deliver maximum ROI.
- Providing feedback on media coverage to industry partners, given that this involves obtaining, collating and providing updates on stories and other destination publicity generated through media visits.
- Keeping across media trends and the changing landscape of public relations activity as a result of digital and social media channels.
- Keeping across media trends in the events space.

5. KEY RELATIONSHIPS

- **REPORTS TO**
 - Director, Public Relations.
- **DIRECT REPORT/S**
 - Nil.
- **INTERNAL**
 - CEO.
 - General Manager, Communications.
 - Director to determine and set work priorities and plan a range of media communication and publicity services to promote Sydney and NSW as a visitor destination.
 - Staff in Communications team and senior management in other units to provide guidance and support marketing activities.
 - Other staff in Destination NSW, particularly Marketing and Industry Partnerships to both seek and provide advice and co-ordinate and market activities.
- **EXTERNAL**
 - Regular contact with the media including but not limited to news reporters, picture desks, broadcast, online, bloggers, lifestyle media and travel and tourism media.
 - Regular content with stakeholders and event owners developing, servicing and maintaining relationships to ensure the accuracy of information is included in media activities.
 - Senior representatives of government agencies, at a Federal, State and local level, to manage and promote tourism programs and services in the State.
 - Destination NSW contracted public relation agencies and media specialists to launch promotions and deal with initiatives and activities.

6. ROLE DIMENSIONS

DIRECT REPORTS: Nil.

BUDGET: TBA.

7. DECISION MAKING AUTHORITY

DELEGATIONS

Financial: Level 4 – Expenditure \$30,000 and Contract engagement \$10,000.

INDIVIDUAL DECISION MAKING

- Determines own work priorities and makes day to day decisions on the quality and content of information provided to journalists and industry partners.
- Exercises discretion in determining the approach to work to be undertaken and directly accountable for advice and recommendations made.

IN CONSULTATION DECISION MAKING

- Works closely with the Director, PR and Media to plan and set priorities for work projects and activities, make decisions relating to media programs and publicity opportunities including the brainstorming and sourcing of information for visiting journalist programs and identify and deal with key journalists and industry stakeholders and partners.
- Makes decisions to identify when additional resources are necessary to meet publicity objectives, maintain project timeframes and ensure the quality of the work.

8. ESSENTIAL REQUIREMENTS

QUALIFICATIONS

- Relevant tertiary qualifications and/or relevant industry/government experience.

EXPERIENCE

- Public relations and/or journalism experience and capacity to develop, implement and evaluate strategic publicity and media programs.
- Substantial experience in publicity and media relations, consumer communications, promotions and stakeholder communications particularly in relation to Sports and Lifestyle as well as travel and tourism.
- Experience in managing public relations activities and accounts outside of Australia.
- Extensive experience in the tourism industry working with senior level media in Australia and overseas.
- Working knowledge and understanding of the tourism industry and communications.



SKILLS AND COMPETENCIES




- High level of interpersonal, presentation and negotiation skills and capacity to manage media interviews.
- Excellent communication and interpersonal skills and ability to deal with and prepare press briefings and write media releases, reports and business cases.
- Ability to build strategic working partnerships and networks across government and private sector to maximise the effectiveness of promotions and communications.
- Strategic planning skills and experience and ability to manage operational budgets.
- Strong leadership skills and capacity to manage and motivate staff.
- High level of project management, organisational and time management skills and capacity to manage competing priorities and meet tight deadlines.
- Computer literacy skills and good knowledge and understanding of software packages.

9. CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework.

Below is the summary list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Advanced
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Adept
	Project Management	Adept
	Manage and Develop People	Adept
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

Focus Capabilities- The focus capabilities for the role are those in which new occupant/s of the role must demonstrate immediate competence.

NSW PUBLIC SECTOR CAPABILITY FRAMEWORK		
CAPABILITY GROUP AND NAME	LEVEL	BEHAVIOURAL INDICATORS
Personal Attributes Act with Integrity	Advanced	<ul style="list-style-type: none"> • Model the highest standards of ethical behaviour and reinforce them in others. • Represent the organisation in an honest, ethical and professional way and set an example for others to follow. • Ensure that others have a working understanding of the legislation and policy framework within which they operate. • Promote a culture of integrity and professionalism within the organisation and in dealings external to government. • Monitor ethical practices, standards and systems and reinforce their use. • Act on reported breaches of rules, policies and guidelines.

Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding. • Translate technical and complex information concisely for diverse audiences. • Create opportunities for others to contribute to discussion and debate. • Actively listen and encourage others to contribute inputs. • Adjust style and approach to optimise outcomes. • Write fluently and persuasively in a range of styles and formats.
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services. • Understand customer perspectives and ensure responsiveness to their needs. • Identify customer service needs and implement solutions. • Find opportunities to co-operate with internal and external parties to improve outcomes for customers. • Maintain relationships with key customers in area of expertise. • Connect and collaborate with relevant stakeholders within the community.
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes. • Make sure team/unit staff understand expected goals and acknowledge success. • Identify resource needs and ensure goals are achieved within budget and deadlines. • Identify changed priorities and ensure allocation of resources meets new business needs. • Ensure financial implications of changed priorities are explicit and budgeted for. • Use own expertise and seek others' expertise to achieve work outcomes.
Results Demonstrate Accountability	Adept	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions. • Ensure that actions of self and others are focused on achieving organisational outcomes. • Exercise delegations responsibly. • Understand and apply high standards of financial probity with public monies and other resources. • Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others. • Conduct and report on quality control audits. • Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks.
Business Enablers Technology	Adept	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks. • Identify opportunities to use a broad range of communications technologies to deliver effective messages. • Understand, act on and monitor compliance with information and communications security and use policies. • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business.

		<ul style="list-style-type: none"> • Support compliance with the records, information and knowledge management requirements of the organisation.
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms. • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements. • Prepare accurate estimates of costs and resources required for more complex projects. • Communicate the project strategy and its expected benefits to others. • Monitor the completion of project milestones against goals and initiate amendments where necessary. • Evaluate progress and identify improvements to inform future projects.
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles and responsibilities to achieve team/unit outcomes. • Negotiate clear performance standards and monitor progress. • Develop team/unit plans that take into account team capability, strengths and opportunities for development. • Provide regular constructive feedback to build on strengths and achieve results. • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way. • Monitor and report on performance of team in line with established performance development frameworks.