

# Museum of Contemporary Art Australia

## POSITION DESCRIPTION

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<b>Position title</b>	Public Relations Specialist
<b>Position status</b>	Full-time, permanent
<b>Remuneration</b>	Salary package \$75,898 per annum (which includes base salary \$69,314 + 9.5% employer's contribution to superannuation)
<b>Division</b>	Audience Engagement
<b>Reporting to</b>	Head of Communications & Marketing
<b>Date reviewed</b>	August 2017

### Overview of the MCA

The Museum of Contemporary Art (MCA) is Australia's contemporary art museum. Focusing on the work of living artists, MCA's vision is to engage audiences with contemporary art and ideas through the presentation of a diverse program of exhibitions and special events. From major thematic exhibitions and surveys of established artists, solo exhibitions and artist projects, to new work by emerging artists, the MCA program covers the range and diversity of contemporary art.

Located on one of the most beautiful sites in the world at Sydney's Circular Quay, the Museum of Contemporary Art opened to the public in 1991, reopening in 2012 following a major expansion. The redevelopment has transformed MCA, with spacious new galleries including an entire floor dedicated to the Collection; the National Centre for Creative Learning with state-of-the-art technology; public spaces that embrace one of the world's most famous locations, and a series of site-specific artists' commissions.

### Overview of the position

Reporting to the Head of Communications & Marketing, the Public Relations Specialist is responsible for managing media campaigns across all areas of the Museum. In consultation with the Head of Communications & Marketing, the role implements communications strategies working collaboratively with other departments, and identifies media opportunities that:

- enhance the Museum's reputation,
- communicate MCA's key messages,

- and embrace the diversity of the MCA Collection and exhibitions, public, creative learning and access programs, partnerships and staff.

The role works directly with colleagues at all levels of the Museum including the leadership team, artists, media, government, sponsors and business partners, industry partners, as well as MCA supporters and audiences. The PR Specialist ensures the smooth operation of all media activities and that enquiries are responded to in an efficient manner.

**Accountabilities of the Position are:**

- Manage and implement all MCA media campaigns in collaboration with the Head of Communications & Marketing
- Draft copy for all press materials and oversee approval process for all media-related materials (media release, hero photos, quotes, image captions, etc)
- Manage the MCA press office on a day-to-day basis: handle local and international media requests in a reactive manner (images, interviews, etc) and regularly update the MCA press image bank and media centre on the MCA website to reflect current PR activities
- Manage media events, on-site journalists, supervise photoshoots and film crews for exhibitions and events
- Host media at MCA events including opening nights, public programs and fundraising events
- Build and maintain strong relationships with key print, radio, TV and online media; in particular arts & culture, lifestyle, travel, street press and food & wine
- Compile and distribute daily media alerts to MCA staff and Chairman
- Identify opportunities to build profiles of key MCA staff members (Director, Curators, etc) as spokespeople in media, positioning them as experts in their respective fields of vocation
- Develop relationships with communications colleagues at partner organisations (e.g. other museums, commercial galleries, artist studios, government, tourism precinct, City of Sydney etc).
- Compile and share “PR kits” with regional galleries as part of the MCA Touring Exhibition program
- Work with MCA Development and Enterprises Department to identify opportunities to publicise the MCA’s key partners, sponsors and revenue-generating activities (e.g. MCA Store, Membership, MCA Venues, etc).
- Manage the creation and analysis of media campaign reports as required
- Speechwriting for the MCA Director as required
- Working with external PR agency as required, setting campaign messages, targets and coordinating media materials

**Change Management/Flexibility**

- Ability to demonstrate support for innovation and for organisational changes required to improve the MCA’s effectiveness
- Work cooperatively with others to produce innovative solutions and recognise the merits of diverse perspectives and the ideas of others

### **Commitment to EEO Principles:**

- Demonstrate commitment to, and knowledge of, the principles and application of equal employment opportunities and anti-discrimination legislation in the work place

### **Workplace Health & Safety:**

- Work in accordance with the principles of equity, access and fairness. Respect WHS work practices and procedures; work with due care and consideration to safeguard your own health and safety and the health and safety of other.

### **Key Selection Criteria**

#### **ESSENTIAL**

- Relevant tertiary qualifications in journalism, public relations, marketing, communication and visual arts, or previous experience
- A minimum of 3 years' previous experience working in a similar role
- Understanding of the Australian media landscape, with a proven track record in communicating with media, artists, government, the corporate sector and the general public
- Strong interpersonal skills, demonstrating ability to liaise effectively with a wide range of internal and external stakeholders
- Exceptional verbal and written communication skills
- Respect for contemporary art and artists, and for diversity in the workplace
- Strong attention to detail, editing and proofreading skills
- Track record of working in a collaborative environment and ability to problem solve
- High levels of initiative and the ability to work both independently and collaboratively
- Highly organised professional with the ability to manage priorities and work well under pressure
- Ability to maintain confidentiality and represent the Museum effectively

#### **DESIRABLE**

- Experience working in the not-for-profit and arts sectors
- Interest in digital and social media platforms
- Proficient in Microsoft Office, Adobe Photoshop and InDesign

### **Terms and conditions of employment**

This is a full-time, permanent position reporting to the Head of Communications and Marketing. Some work out of normal hours (9am – 5.30pm) will be required to cover MCA's exhibitions and programs.

Salary package includes 4 weeks' annual leave, 10 days' personal leave and 9.50% superannuation payments made on your behalf in accordance with the *Superannuation*

*Guarantee (Administration) Act 1992*. The appointment will be conditional on an initial three-month probationary period, which may also be extended at the MCA's discretion for additional three months. Thereafter termination by either party will require written notice of 4 weeks.

### **Applications**

Shortlisting for interviews will be based on applicants meeting the essential criteria listed in the position description. Please send your cover letter, CV, contact details of two referees and a separate document addressing the selection criteria to [positionsvacant@mca.com.au](mailto:positionsvacant@mca.com.au).

### **Applications close at 9am on Monday 18 September 2017.**

The MCA is committed to equal opportunity and diversity. The MCA promotes a work environment that is free from discrimination and harassment, and where individuals are treated with fairness, equality and dignity.