

## POSITION DESCRIPTION: PUBLICATIONS EDITOR

Centre:	Perth International Arts Festival
Position Title:	Publications Editor
Position Classification:	\$56,783 per annum pro rata (23 July 2012–9 March 2013)
Supervisor Title:	Marketing Director

### ROLE STATEMENT

Working with the Marketing and Audience Development Manager, Marketing Director and Artistic Director to write and manage the production of all Festival publications and ensure each piece clearly, accurately and artistically communicates the identity and program of the Perth International Arts Festival to its diverse audiences.

### KEY RESPONSIBILITIES

#### MARKETING

##### 1. Writing and Print Production

Write copy and project manage all Festival publications including budgets, timelines, external liaison, information gathering, design briefs, writing, editing, proof reading and production coordination. Festival publications include, but are not limited to:

- Main Festival brochure
- Regional brochures
- Pocket Guides (Lotterywest Festival Films and others as required)
- Perth Writers Festival brochure
- Event programs
- Others as required

##### 2. Branding

Work with the Marketing team to ensure all printed material reflects the Festival's brand. Ensure Festival publications meet Brand and Copy Style Guide requirements. Liaise with Development department to ensure all sponsorship requirements are met.

##### 3. Marketing

Gain an understanding of the various audience segments and target markets of the Festival for maximum impact of publications.

With the Marketing team create and implement an effective distribution strategy for event programs. Write and proof read copy for advertising, enews and other external documents as required.

##### 4. Other

Keep effective records and files of all projects.  
 Prepare a post-Festival report on the production and distribution of Festival publications.  
 Coordinate the Festival image library.

#### ORGANISATIONAL

Liaise effectively with all departments of the Festival and external companies to ensure accurate and effective publications are produced in a timely manner.

Ensure information gathered for publications is presented in a format that may be used by the rest of the

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organisation.

Liaise as appropriate with all Public Partners and stakeholders.

Attend regular departmental meetings.

Represent the Festival professionally at all times.

Other duties as directed by the Marketing Director.

### SELECTION CRITERIA:

*(Including additional qualifications, training, abilities, knowledge, personal attributes, skills and/or experience that would make highly effective performance of the job more probable)*

### PREREQUISITES

(Minimum requirements fundamental and indispensable to the duties, e.g. Certificate of Secondary Education). Applicants who fail to meet prerequisite requirements will not be interviewed.

- Experience in copy writing, project management, print production, and editing
- Tertiary qualification in Professional Writing, Marketing, English, or similar field favourable.

### KNOWLEDGE, ABILITIES AND SKILLS

Essential

- Excellent written and verbal communication skills
- Excellent editing and proof reading skills
- Highly organised with demonstrated ability to manage time and meet tight deadlines
- Advanced computer skills, including MS Office, Outlook

Desirable

- Good research / information gathering skills
- Ability to work independently within a small team as well as collaboratively
- Demonstrated ability to work with designers, printers and others effectively
- Ability to maintain calm under pressure
- Knowledge of Photoshop and InDesign favourable

### EXPERIENCE

- Copy writing and editing experience essential
- Management or coordination of large and complex projects essential
- Knowledge of or experience in the arts sector desirable

To submit your application: Email [recruitment@perthfestival.com.au](mailto:recruitment@perthfestival.com.au)

For enquiries: contact Karen Macdonald on (08) 6488 8622

Please submit a current CV and letter addressing the above selection criteria no later than Wednesday 11 July 2012, 5pm