



Role Description

Communications and Engagement Manager (Government and Industry)

Organisation	Sydney WorldPride Limited
Location	Surry Hills, NSW
Term of employment	Start date: Immediate Start Full-time until project completion (March 2023)
Website	www.sydneyworldpride.com

Overview of Sydney WorldPride Ltd

In October 2019, Sydney Gay and Lesbian Mardi Gras (SGLMG) successfully won the rights to host WorldPride in Sydney in 2023 (Event).

WorldPride is an event that promotes lesbian, gay, bisexual, transgender, queer and intersex (LGBTQIA+) issues on an international level through parades, festivals and other cultural activities. The inaugural WorldPride was held in Rome in 2000. Cities which have hosted WorldPride since 2000 include Jerusalem, London, Toronto, Madrid, New York, Copenhagen is hosting WorldPride in 2021 and Sydney in 2023.

Sydney WorldPride Ltd is the legal entity established to plan and deliver the Event. The Event is to take place over two weeks in February 2023 and it will coincide with the 50th anniversary of the first Australian Gay Pride Week; the 45th anniversary of the first SGLMG; and the fifth anniversary of Marriage Equality in Australia.

SWP 2023 will be the first WorldPride to be held in the Asia Pacific, and our programs will shine a light on LGBTQIA+ human rights across the region. In addition, First Nations peoples were an integral part of the bid, and they will continue to form a strong part of our WorldPride program.

We are looking for experienced, skilled and highly motivated people to join the team to ensure SWP2023 engages, educates and excites audiences, while creating memorable experiences and providing significant benefits to the LGBTQIA+ community in Australia and globally.

Our values are:

- We listen
- We act with courage
- We are genuinely curious about the needs and desires of others
- We behave with respect and integrity
- We embrace diversity



Primary purpose of the role

This role will work to support the delivery of integrated Communication and Engagement plans to support the delivery of Sydney WorldPride. It will focus of building and maintaining strong relationships with government, industry and Community stakeholders so they understand the opportunities for them to participate in the delivery of the largest LGBTQIA+ festival in the southern hemisphere.

Key accountabilities

- Working closely with the Director of Communications and Engagement, to develop and implement a communications strategy support the delivery of Sydney WorldPride 2023.
- Supporting the development of the crisis communications plan to support the delivery of Sydney WorldPride 2023.
- Working with a range of Industry and Government stakeholders to develop and implement communications plans to support their understanding and participation in the festival.
- Develop and implement (in collaboration with the Publicist) a range of speaking opportunities for the CEO.
- Provide advice to the CEO and the Publicist regarding media responses and strategies.
- Speechwriting for the CEO, and where requested provide speech briefing notes for external stakeholders.
- Build and maintain a broad network of contacts across industry stakeholders and the state and federal government sector.
- Maintain strong working relationships with communication and engagement arms of other agency stakeholders and key industry partners, including Destination NSW and Tourism Australia



Key relationships

Stakeholder	Relationship objectives
External	
Government Agencies & Ministerial Offices	<ul style="list-style-type: none">• Develop and maintain effective working relationships and open channels of communication to liaise, consult, engage with local, state and federal ministerial offices and agencies.• Deliver presentations and participate in meetings with senior stakeholders as required.
Tourism, Hospitality and Visitor Economy Industry	<ul style="list-style-type: none">• Develop and maintain effective working relationships and open channels of communication to liaise, consult, engage with stakeholders from the visitor economy industry• Deliver presentations and participate in meetings with senior stakeholders as required.
Internal	
Director of Communications & Engagement	<p>Maintain regular communications and maintain a ‘no surprises’ culture to keep the Director of Communications & Engagement informed of major risks, opportunities and challenges.</p> <ul style="list-style-type: none">• Identify, escalate and consult on new or emerging issues• Seek guidance on changes to direction and/or outcomes, with particular reference to Covid-19
SWP Directors	<ul style="list-style-type: none">• Work together to ensure a cohesive position on SWP’s vision<input type="checkbox"/> Build and maintain collaborative working relationships• Provide expert advice and recommendations to influence decisions and delivery of WorldPride initiatives• Liaise to understand program interdependencies, requirements and performance expectations• Provide strategic advice to support the delivery of enhanced communication
Team colleagues	<ul style="list-style-type: none">• Actively collaborate, inspire, motivate and support team members ensuring the team embodies the organisations values• Share information and seek ideas to improve program outcomes



Reporting line

The Director of Communications and Engagement

Essential requirements

- Tertiary qualifications and/or extensive experience in stakeholder relations, public affairs, communications, or related discipline.
- Demonstrated success in a senior role with experience in successfully managing and developing external relationships and partnerships.
- Ability to collaborate across multi-disciplinary team of festival producers, artists, media, PR, community engagement, digital, marketing and publicity
- Strong working knowledge of Local, State and Federal Government communications practices
- Experience with issues management, and preferred experience working on events and / or campaigns
- Ability to work to tight deadlines and work with SWP staff across all departments
- Good research skills and techniques
- High level written and verbal communication skills
- Demonstrated understanding of LGBTQIA+ communities



Capability summary

Below are the core capabilities to deliver in this role efficiently and effectively:

Core capabilities

Strategic Planning and Execution Articulate the vision, define strategic initiatives, and allocate resources to implement and collaborate toward common goals.

Stakeholder Engagement Develop internal and external relationships, identify stakeholder needs, achieve agreements and solutions on complex issues for LGBTIQIA+ communities, CALD communities, people with disabilities, and stakeholder groups.

Leadership Influence to maximise the efforts of others in varying contexts towards the achievement of goals.

Diversity Management Facilitate engagement of people with various backgrounds needs and skill sets to maximise opportunities within SWP and produce an optimal work environment and best possible outcomes.

Promote the Pride Movement to grow and strengthen LGBTIQIA+ rights and equality.

Communication Ensure concise and clear communication and messaging across media, government agencies and community in line with SWP strategy

Relationship Management Maintain strong working relationships with media, government and key partners and stakeholders
