

# TE AHUREI TOI O TĀMAKI | AUCKLAND ARTS FESTIVAL

## POSITION DESCRIPTION

**POSITION:** Head of Marketing & Communications / Tumu Whakatairanga, Whakapānga

**REPORTING TO:** Chief Executive / Kaiwhakahaere Matua

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### SUMMARY

The Head of Marketing & Communications / Tumu Whakatairanga, Whakapānga for Te Ahurei Toi o Tāmaki Auckland Arts Festival will be a part the Festival’s senior leadership and be responsible for leading the Marketing & Communications team. This person will drive the strategy, planning, and delivery of all Festival marketing, communications, audience development, and public sales, contributing greatly to its annual success.

### TERM

This is a full-time, permanent position commencing June 2024. Normal hours of work will be 40 hours per week, between the hours of 8.00am–6.00pm, Monday to Friday. Extra hours will be required during high peak periods of activity, which may include Saturdays, Sundays and evenings.

### REQUIRED SKILLS AND EXPERIENCES

- Minimum five years’ experience in arts marketing or similar
- Knowledge of the performing and visual arts sector
- Experience working in both traditional and digital marketing
- Experience with website development and management
- Experience working with advertisers, suppliers, printers and brand agencies
- Demonstrated project and time management skills, working to deadlines
- Ability to effectively manage a varied and sometimes pressured workload with minimal supervision
- Proven experience in developing and delivering to strategic plans
- Knowledge and basic understanding of CRM systems
- Understanding of ticketing agencies and their marketing functions
- Excellent interpersonal, written and oral communication skills
- Excellent relationship skills
- Proven staff and team management experience

## **KEY RELATIONSHIPS**

- Chief Executive
- Artistic Director
- Kaihautū Māori
- Head of Programming
- Head of Partnerships and Development
- Head of Business and Finance
- Head of Technical and Production
- Advertising and media suppliers and sponsors
- Marketing contractors (i.e. print broker, photographers and videographers)

## **DIRECT REPORTS**

- Senior Designer & Brand Manager
- Digital Content Co-ordinator
- Marketing Manager
- Publicist
- Marketing & Communications Assistant
- Graphic Designer
- Video Editor
- Publicity Assistant

## **AREAS OF FOCUS**

### **LEADERSHIP & STRATEGY**

- Work with the Chief Executive to recruit and manage annual marketing and communications team
- Attend and lead meetings as required
- Work with the Chief Executive, Head of Business and Finance, and Ticketing Manager to strike a balance of dynamic ticket pricing in many different types of venues alongside sales and income targets
- Stay up-to-date with the latest marketing and audience development trends and insights within the arts sector and the wider industry
- Provide advice and feedback on audience possibilities (numbers, demographics, etc.) for annual festival programming

### **MARKETING & COMMUNICATIONS**

- Lead annual and continual brand identity strategy and implementation alongside Senior Designer & Brand Manager as well as brand agency Colenso
- Organise and implement with marcomms team a marketing campaigns plan and timeline for the launch and duration of each Festival including a mix of print, outdoor, radio, TV, direct mail, grassroots and digital tactics
- Media plan and execute deliverables for advertising suppliers and sponsors
- Have an innate understanding of digital marketing including website development and management, social media content creation, Google search and display, and EDM platforms to guide the Digital Content and the Festival's digital advertising partner

- Serve as overarching copywriter and editor for all internal and external communications (e.g. brochure, web copy, EDM copy, press releases, etc.)
- Brief graphic designers and videographers on all design and video needs and see the process through to completion, including managing internal and/or external approvals processes
- Keep the Festival CRM up-to-date and review database capability
- Lead annual post-festival survey and analysis, along with any additional surveying needs, with sponsor TRA (The Research Agency)

#### SPONSORSHIPS & PARTNERSHIPS

- In consultation with the Chief Executive, Head of Partnerships and Development, and Head of Business and Finance, work with sponsors and funding partners to deliver marketing needs and requirements
- Provide marketing input and ideas to support the sponsorship and fundraising effort
- Identify, develop and execute cross promotions with media partners, sponsors and other stakeholders

#### FINANCIAL

- Working with the Chief Executive, develop a marketing budget for approval by the Festival Trust Board
- Issue purchase orders within approved budgets and delegated authorities, communicate, and lodge these in a timely fashion
- Manage the marketing budget including both cash spend and contra contributions

#### APPLICATIONS

Please email CV and covering letter to [hr@aaf.co.nz](mailto:hr@aaf.co.nz) by Friday 10 May 2024, 5.00pm. Only applicants with the right to work in NZ may apply.