



## **POSITION DESCRIPTION**

### **THE AUCKLAND FESTIVAL TRUST**

**POSITION:** Kaiwhakahaere Whakatairanga, Matihiko · Marketing & Digital Manager

**REPORTING TO:** Tumu Whakatairanga, Whakapānga · Head of Marketing & Communications

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#### **Summary**

The Marketing & Digital Manager will be a key hands-on role on the Marketing team for Te Ahurei Toi o Toi o Tāmaki Auckland Arts Festival, reporting to the Head of Marketing & Communications. This role is responsible for devising and executing digital strategy; developing and implementation of the content calendar, including the creation of content; executing email campaigns, including automations; and managing the maintenance of the Festival website. The Marketing & Digital Manager will also work closely with our Head of Partnerships and Development and Programme Coordinators for Creative Learning and Accessibility, assisting them with the creation of any requirements they may need to communicate with existing and potential partners and communities, including presentations and digital communications as needed. This role will also assist with copywriting. A key focus of this role is creating customer journeys that will grow audiences.

#### **Term**

This is a full-time, permanent position commencing July 2025, or as the right candidate becomes available. Based in Auckland, normal hours of work will be 40 hours per week, spread between regular office activity 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 Experience**

- Minimum three years' experience in arts marketing or similar.
- Strong knowledge of the performing arts market and familiarity with the visual arts market.
- Experience working on campaigns with designers, printers, advertisers, media outlets, videographers and/or photographers.

- Experience in content creation from concept through to execution.
- Excellent organisational skills, eye for detail and a knack for systems.
- Demonstrated project management skills, working to deadlines.
- Ability to effectively manage a varied, and sometimes pressured workload.
- Capable of working within a budget.
- Excellent interpersonal and written communication skills, internally and externally.
- Initiative, drive and can-do attitude with excellent problem-solving skills.
- Experience working in the following apps and programmes or something similar, Google Analytics, Facebook Business Manager, social media scheduling tools, Mailchimp/Klaviyo, Canva, Adobe Suite or similar products.

### **Key Relationships**

- Head of Marketing & Communications
- Marketing team (including, but not limited to: Senior Designer & Brand Manager; Digital & Content Executive; Publicist; Marketing Interns and Marketing Volunteers)
- Chief Executive
- Artistic Director
- Kaihautū Māori
- Head of Partnerships & Development
- Head of Programming, and subsequent programming team
- Head of Technical & Production, and subsequent technical and production team
- Marketing partners and sponsors

### **Direct Reports**

- Marketing & Digital Executive (contract position Sept - March)

### **Primary Areas of Focus**

- Strategy and Planning
  - Develop and implement a Digital Content Strategy for the Festival both within the Festival on-sale period and out of the on-sale period including social media, and email marketing strategies to meet objectives.
  - Create, manage and oversee implementation of a comprehensive digital content map/calendar across social media and email marketing.
  - Manage implementation and integration of the promotions schedule developed with the Head of Marketing & Communications.
- Content Creation and Social Media Management
  - Make and produce high-quality, engaging content for digital platforms — including video, photography, graphics, and copywriting — tailored to different audiences.
  - Manage day-to-day content scheduling and posting across social media platforms (Instagram, Facebook, TikTok, LinkedIn, etc.).
  - Assist with on-site content capture and live coverage during festival period.

- Coordinate with the Festival team, artists and partners to create compelling Festival stories.
- Engage in community management, escalating to the Head of Marketing & Communications if issues arise.
- Monitor and analyse organic social media, adjusting campaigns for maximum reach and engagement.
- Ensure all content is aligned with the Festival brand, voice, and messaging.
- Email Marketing
  - Own the Festival's email marketing programme from strategy to execution.
  - Define the target audience segments to create personalised email content and automations, increasing engagement and conversion rates.
  - Plan and manage automated email workflows drive ticket sales.
  - Monitor and analyse the performance of email campaigns, including open rates, click-through rates, conversions and other key metrics.
  - Generate regular reports to provide insights and recommendations for optimising future email marketing efforts.
  - Conduct A/B tests on email elements (e.g., subject lines, images, calls to action) to determine what resonates best with the audience.
  - Use test results to continuously improve and refine email marketing strategies.
- Campaign coordination and Collaboration
  - Working with the Head of Marketing & Communications, manage and execute all advertising campaigns across channels.
  - Communicate with various venues, partners, and media companies for advertising deliverables as required.
  - Assist with copywriting for the brochure as required.
  - Work with the Head of Partnerships and Development, supporting the building of relationships with potential and existing partners through the creation of presentation and digital assets as required.
  - Work with the Head of Partnerships and Development to ensure partnership outcomes are met in a creative and innovative way.
  - Support Creative Learning and Accessibility Programme Coordinators, managing and implementing their requirements.
- Website
  - Manage the update of aaf.co.nz, ensuring it is ready for launch and kept up to date throughout the year.
  - Liaise with internal stakeholders checking their pages are accurate prior to launch and all information is present and accurate.
- Festival Friends
  - Work with the Head of Marketing and Communications on the 'Festival Friends' programme launch and then maintain the programme ensuring engagement and growth of memberships.
- Stakeholder Communication
  - Communicate campaign plans, progress and results to stakeholders, including senior management.

- During the Festival on-sale period, instigate a weekly marketing report.
- General Administration
  - Attend meetings as required.
  - Maintain record of marketing activities using the Festival's management system, He Kete (Airtable)
  - Provide, on completion of each Festival, a report on the areas of responsibility with recommendations for the future.