

# TE AHUREI TOI O TĀMAKI | AUCKLAND ARTS FESTIVAL

## POSITION DESCRIPTION

### AUCKLAND FESTIVAL TRUST

**POSITION:** Marketing Manager / Kaiwhakahaere Whakatairanga

**REPORTING TO:** Head of Marketing & Communications

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#### Summary

The Marketing Manager / Kaiwhakahaere Whakatairanga will be a key role on the Marketing & Communications team for Te Ahurei Toi o Tāmaaki / Auckland Arts Festival (AAF) 2023 reporting to the Head of Marketing & Communications. This role is responsible for executing advertising campaigns, venue marketing, distribution management of collateral (i.e. brochures, posters, flyers, flags, banners, etc.), outreach efforts, and more. This role may also assist with copywriting and editing as well as digital content creation when needed.

#### Term

This is a fulltime, fixed term position commencing September 2022 until early April 2023, based in Auckland. Normal hours of work will be 40 hours per week, between the hours of 8am-6pm, 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
- 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

#### Key Relationships

- Head of Marketing & Communications
- Marketing & Communications Team (including, but not limited to: Senior Designer & Brand Manager, Digital Content & Marketing Manager, Publicist, Marketing & Communications Assistant, Marketing Interns, and Marketing Volunteers)
- Chief Executive
- Artistic Director
- Kaihautū Māori
- Head of Programming, and subsequent programming programming team

- Head of Technical & Production, and subsequent technical and production team
- Marketing partners and sponsors

### **Direct Reports**

- Marketing & Communications Intern (TBC)
- Marketing & Communications/Festival Volunteers (TBC)

### **Primary Areas of Focus**

- Advertising
  - Implement system for tracking multi-channel advertising placements, design specs, and deadlines for print, outdoor, digital, TV, radio, venues, and partners
  - Working with the Head of Marketing & Communications, manage and execute all advertising campaigns across channels, aside from AAF digital content, which will be managed by the Digital Content Manager
  - Communicate with various venues, partners, and media companies for advertising deliverables
- Publications
  - Implement system for tracking requirements of AAF publications including brochure, daily guide and show programmes
  - Working with the Head of Marketing & Communications, manage and execute creation and distribution of AAF publications
  - Communicate with print broker as required
  - Supervise volunteers or contractors assisting in distribution
- Collateral
  - Implement system for tracking creation and printing of collateral such as posters, flyers, billboards, digital screens
  - Working with the Head of Marketing & Communications, manage and execute creation and display of AAF collateral
  - Communicate with print broker as required
  - Supervise volunteers or contractors assisting in distribution
- Outreach
  - Implement system for grassroots marketing and outreach of AAF 2023 shows and events
  - Manage and outreach for AAF 2023 shows and events
- General Administration
  - Attend and minute meetings as required
  - Maintain record of marketing activities using DataFest, the Festival's CRM
  - Provide, on completion of the Festival, a report on the areas of responsibility with recommendations for the future
  - Other duties as required

### **Secondary Areas of Focus**

- Copywriting/Digital Content Creation
  - Assist with copywriting for brochure alongside digital content creation and populations for website, EDM and social media as required

Please email CV and cover letter to [hr@aaf.co.nz](mailto:hr@aaf.co.nz) by Wednesday 24 August 2022, 5pm.