

**TE AHUREI
TOI O TĀMAKI**

**AUCKLAND
ARTS FESTIVAL**

POSITION DESCRIPTION

Position: Publicity Assistant / Kaiāwhina Pāpāho
Reporting to: Publicist (and in their absence, the Head of Marketing & Communications)

Summary

The Publicity Assistant / Kaiāwhina Pāpāho will be the administrative support role for the Festival Publicist on the Marketing and Communications team for Te Ahurei Toi o Tāmaki / Auckland Arts Festival (AAF) 2022.

The key focus in this role will be supporting the publicist in generating media coverage for the 2022 event and implementing a range of tactics related to public and media relations for AAF shows and events, monitoring and recording coverage, managing ticketing systems for press, assisting with photography and videography, coordinating and/or attending media calls and interviews, supporting the marketing and communications team with outreach as needed, and using Datafest – the AAF CRM (training will be provided).

Term

This is a full-time, fixed-term position commencing by end of January until Fri 1 April 2022.

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 two years' experience in communications, publicity or similar
- Excellent organisational skills and eye for detail
- Excellent writing and communication skills
- Demonstrated project management skills, working to deadlines
- Ability to effectively manage a varied, and sometimes pressured workload
- Initiative, drive and can-do attitude with excellent problem-solving capability

Key Relationships

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

- Head of Technical & Production, and subsequent technical and production team
- Media partners and sponsors
- Festival photographers and videographers
- Festival venues, artists and companies

Primary Areas of Focus

- **Publicity/Public Relations**
 - Assist the Festival Publicist with implementing the AAF 2022 public relations strategy and plan for shows and events
 - Scope and identify supplementary media opportunities across varying channels – online, print, radio and TV for AAF 2022 shows and events
 - Assist with any earned and advertorial media opportunities and placements
 - Support the writing, collating and distribution of materials including press releases, media alerts, images, video, and any additional content as needed
 - Coordinate and attend interviews, media calls and photographed shows and events for AAF 2022
 - Track all media coverage for content and archival purposes including aggregating pull quotes
 - Support with the management of photographers, videographers and the schedule for AAF 2022 shows and events
 - Coordinate media complimentary tickets for AAF 2022
 - Enter scheduling and data onto Festival CRM datafest
 - Assist with crafting messaging, copywriting and editing as needed
- **Sponsorship**
 - Contribute to the delivery of relevant sponsorship objectives and support as related to publicity/public relations
- **General Administration**
 - Attend meetings as required
 - Provide, on completion of the Festival, an analysis of the experience with recommendations for the future
 - Other duties as required

Please email CV and cover letter to hr@aaf.co.nz by 10am Monday, 10 January 2022. Interviews will be held and decisions will be made within the same week for an end of January start date. The successful applicant will need to be based in Auckland.

Please note, AAF has adopted a policy requiring all staff to be fully vaccinated against COVID-19 and as such will only accept applications from those with a valid My Vaccine Pass.