

TE AHUREI TOI O TĀMAKI

AUCKLAND ARTS FESTIVAL

POSITION DESCRIPTION

Position:	Graphic Designer / Kaiāwhina Kaihoahoa
Reporting to:	Senior Designer & Brand Manager (and in their absence, the Head of Marketing & Communications)

Summary

The Graphic Designer / Kaiāwhina Kaihoahoa will be the design and content creation support role for the Senior Designer & Brand Manager on the Marketing and Communications team for Te Ahurei Toi o Tāmaki / Auckland Arts Festival (AAF) 2022. The key focus of this role will be assisting in the design and production of marketing campaigns, both print and digital, as well as venue and site-specific signage and graphics, alongside any other design needs related to the promotion of the Festival, its programme of events, and its contributing artists.

Term

This is a fixed-term position, commencing beginning February until late March 2022.

Due to the varied nature of work, this position is best suited to an experienced freelancer willing to work from a home office and support the Marketing and Communications team remotely. Working in-office is also an available option if preferred and/or required.

Average hours will be 15–20 hours per week, between the hours of 8am-6pm, Monday to Friday. Extra hours may be required depending on workload volumes and deadlines, and may include Saturdays, Sundays and evenings.

Required Skills and Experience

- Minimum two years' experience in graphic design for print and digital, ideally marketing related
- Proven knowledge of Adobe Creative Suite applications, with core experience in InDesign, Photoshop and Illustrator
- Demonstrated understanding and execution of brand and style guidelines, including the ability to seamlessly mimic and adapt existing designs into new artwork
- Technical excellence and a high level of attention to detail and finesse
- Ability to effectively manage a varied, and sometimes pressured workload, including multiple deadlines
- Flexibility to work 'on call' and execute design briefs quickly and efficiently when required

Key Relationships

- Senior Designer & Brand Manager
- Head of Marketing & Communications
- Marketing and Communications team (including, but not limited to: Digital Marketing & Content Manager, Marketing & Communications Coordinator, various Marketing Assistants)

Primary Areas of Focus

- Print and digital advertising, including, but not limited to: newspaper and magazine ad artwork; out-of-home (OOH) posters, billboards, banners and bus sides/backs; web ad banners, both static and animated.
- Digital graphics, including, but not limited to: static graphics for trailers and video content; Digital Stage content and other digital venue digital placements; static and animated graphics for social media and EDM content.
- Publications, including, but not limited to: show programmes and other artist-related materials; flyers and brochures promoting the Festival and its events.
- Event signage, including, but not limited to: wayfinding signs; venue and site-specific installation graphics and takeovers.
- Festival branding across all of the above.

Please email CV, cover letter and a digital portfolio of relevant examples of design work 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.

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.