

**TE AHUREI
TOI O TĀMAKI**

**AUCKLAND
ARTS FESTIVAL**

POSITION DESCRIPTION

Position: Marketing Assistant / Kaiāwhina Whakatairanga

REPORTING TO: Head of Marketing & Communications

Summary

The Marketing Assistant will be an administrative support role on the Marketing & Communications team for Te Ahurei Toi o Tāmaki / Auckland Arts Festival (AAF) 2022. Key focuses in this role include assisting with the coordination of advertising, publications, collateral, outreach, and digital content creation for EDMs, social media and the website, as well as other miscellaneous administrative tasks for the team.

Term

This is a full-time, fixed-term position commencing by end of January until beginning of 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 one years' experience in arts administration or similar
- Excellent organisational skills with a knack for systems
- Eye for detail and a generally methodical approach to work
- 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
- Proven skills in creativity and copywriting, especially for digital content creation
- Experience with a web CMS and CRM system

Key Relationships

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

- Head of Technical & Production, and subsequent technical and production team
- Venues and ticketing agencies
- Media companies, sponsors and partners
- Festival Artists & Companies
- Festival photographers and videographers

Primary Areas of Focus

- Advertising
 - Assist with tracking and distributing multi-channel advertising placements, design specs, and deadlines for print, outdoor, digital, TV, radio, venues, and partners
- Publications
 - Assist with distribution of AAF publications including brochure, daily guide and show programmes
 - Communicate with print broker as required
- Collateral
 - Assist with the coordination of printing and distributing collateral such as posters, flyers, billboards, digital screens
 - Communicate with print broker as required
- Images & Video
 - Assist with organising images and video for AAF 2022 shows and events as required
- Outreach
 - Assist with grassroots marketing and outreach of AAF 2022 shows and events
- Digital Content Creation
 - Assist with digital content creation and populations for website, EDM and social media as required
- Sponsorship
 - Contribute to the delivery of relevant sponsorship objectives and support as related to publicity/public relations
- General Administration
 - 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

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.