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**TE AHUREI  
TOI O TĀMAKI**

4—21 MĀEHE 2021

**AUCKLAND  
ARTS FESTIVAL**

4—21 MARCH 2021

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**POSITION DESCRIPTION  
THE AUCKLAND FESTIVAL TRUST**

**Position:** Marketing and Communications Assistant / Kaiāwhina  
Whakatairanga, Whakapānga

**Reporting to:** Marketing & Audience Development Manager /  
Kaiwhakahaere Whakatairanga, Whakapoapoa Apataki

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**DESCRIPTION**

Working closely with the Marketing & Audience Development Manager as well as the Communications Manager, the Marketing and Communications Assistant will help undertake the marketing and communications for Auckland Arts Festival 2021 by assisting with the implementation of the overall marketing strategy for the promotion of Festival events. This could include assisting with content creation online (electronic direct mail (EDM), social media, and the website); producing marketing collateral; contributing to the development and implementation of individual event marketing campaigns; and aiding with publicity delivery.

**TERM**

This is a full-time, fixed term position starting mid-January until 26<sup>th</sup> March 2021.

**HOURS OF WORK**

Normal hours of work will be 40 hours per week between 8am and 6pm, with extra hours required immediately prior to and during the Festival, including some weekend work, and at other peak times.

**REQUIRED SKILLS AND EXPERIENCE**

- Minimum two years' experience in Arts Marketing or similar

- Proven skills in copywriting and online marketing, including social media
- Experience with web content management systems
- Experience working with designers/printers and advertising agencies
- Excellent interpersonal and written communication skills
- Demonstrated project and time management skills
- Computer literate - Word, Excel, as well as Adobe CC skills (Photoshop, InDesign)
- Ability to manage a varied workload with minimal or no supervision and to deadlines
- Knowledge of ticketing agencies and their marketing functions
- Eye for detail and a generally methodical and well-organised approach to work
- Initiative, drive and can-do attitude
- Ability to work within budgets
- Operate quickly and effectively under pressure

### **KEY RELATIONSHIPS**

- Marketing & Audience Development Manager
- Communications Manager
- Other marketing staff
- Programming Staff
- AAF 2020 companies and artists

### **JOB DESCRIPTION**

#### **Marketing**

Support the Marketing & Audience Development Manager with:

- Creating Electronic Direct Mail (EDMs)
- Implementing digital storytelling through the Festival's social media channels including writing and creating content for Facebook, Instagram, YouTube, Twitter, and LinkedIn
- Researching potential social media influencers
- Coordinating approved competitions and giveaways with media outlets and sponsors as required
- Implementing digital advertising schedule
- Creating event and media listings online
- Outreach/Grassroots marketing in the form of researching and contacting special interest groups for various shows – could be done virtually or through in-person meetings
- Uploading content to the website

#### **Publicity**

Support the Communications Manager with:

- Managing & distributing RSVPs for media invites

- Updating & maintaining AAF's media database
- Identifying and pitching for media opportunities
- Reactive media enquiries
- Drafting copy and content for various purposes e.g. website updates

#### **General & Reporting**

- Assist with collateral distribution as required
- Attend meetings when required and share weekly WIP with marketing team
- Provide a full post-Festival report
- Other duties as required

#### **APPLICATIONS**

Please send your CV and covering letter to [hr@aaf.co.nz](mailto:hr@aaf.co.nz) by 5pm, 11 January 2021. Only applicants with the right to work in New Zealand may apply.