

TE AHUREI TOI O TĀMAKI | AUCKLAND ARTS FESTIVAL

POSITION DESCRIPTION

Position:	Publicist / Takawaenga Pāpāho
Reporting to:	Head of Marketing & Communications (and in their absence, the Chief Executive)

Summary

The Publicist / Takawaenga Pāpāho for Te Ahurei Toi o Tāmaki / Auckland Arts Festival (AAF) 2022 will be a key member of the Marketing & Communications team, creating all strategy and managing the implementation of all tactics related to public relations and media for the Festival and its shows and events. The top line focus in this role is establishing a comprehensive understanding of the programme in order to identify, pitch to, and secure media for online, print, radio, and TV placements. This includes both earned editorial as well as working closely with the Head of Marketing and Communications to scope advertorial opportunities. Additional responsibilities include some copywriting/editing, looking after online calendars/listings, engaging with the Festival CRM – datafest, delivering any related Sponsorship objectives, writing press releases/media alerts, and coordinating reviewers and media ticketing, media calls, and photographers during AAF 2022.

Term

This is a fulltime, fixed-term position commencing September 2021 until early 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 Experiences

- Minimum five years' experience in arts communications/publicity or similar
- Strong relationships with media
- Knowledge of the performing arts and visual arts sector
- Demonstrated project management skills, working to deadlines
- Ability to effectively manage a varied, and sometimes pressured workload
- Excellent writing and communication skills
- Proven experience in developing and delivering to strategic plans
- Previous staff management experience

Key Relationships

- 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)
- 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
- Industry partners and sponsors
- Festival photographers

Direct Report

- Publicity Assistant

Areas of Focus

- Publicity/Public Relations
 - Develop and implement a public relations strategy and plan that effectively publicises AAF and its shows and events locally, regionally, and nationally
 - Scope, identify and lock in key media opportunities across varying channels – online, print, radio and TV for AAF 2022 as a whole as well as specific shows and events
 - Work towards earned media and work with the Head of Marketing & Communications to identify advertorial potential
 - Write, collate and distribute material including press releases, media alerts, images, video, and any additional content as needed
 - Prepare, facilitate and attend the schedule of interviews, media calls and photographed shows and events for AAF 2022
 - Track and share all media coverage for content and archival purposes including aggregating pull quotes
 - Secure reviewers for as many shows and events as possible
 - Manage photographers and the photography schedule for AAF 2022 shows and events
 - Manage media complimentary tickets for AAF 2022
 - If necessary, work with the Head of Marketing & Communications and Chief Executive to devise a crisis response strategy
 - Manage online calendar listings for all shows and events
 - 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
 - Manage direct report(s)
 - Attend meetings as required
 - Provide weekly updates on publicity/public relations activity
 - Provide, on completion of the Festival, a report on the full media campaign as well as 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 Monday 13 August 2021, 5pm. Interviews will be held and decisions will be made within the same week.