

# TE AHUREI TOI O TĀMAKI | AUCKLAND ARTS FESTIVAL

## POSITION DESCRIPTION

**Position:** Digital Content & Marketing Manager / Kaiwhakahaere Kaupapa Matihiko, Whakatairanga  
**Reporting to:** Head of Marketing & Communications

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### Summary

The Digital Content & Marketing Manager is a new and crucial role within the Te Ahurei Toi o Tāmaki / Auckland Arts Festival (AAF) 2022 Marketing & Communications team. This person will be key in ensuring that AAF's digital presence - both organically and through paid advertising – is thriving. The major focus in this role is strategising and implementing AAF's organic and paid content calendar across social media, web content, Google, and EDMs. This is in addition to working with the Head of Marketing & Communications to implement digital advertising needs for other media outlets as well as delivering digital objectives for AAF sponsors and partners, among other responsibilities.

### 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 three years' experience in arts marketing or similar
- Knowledge of the performing arts and visual arts sector
- Expertise in digital marketing including CMS, social media content strategy, creation, and organic as well as paid implementation, Google ads and analytics
- Experience working with designers, photographers, and videographers
- 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

- Marketing partners and sponsors
- Industry partners and sponsors
- Festival photographers
- Festival videographers

### **Direct Report**

- Marketing Assistant and/or Marketing Content Creator

### **Areas of Focus**

- Strategy and Planning
  - Develop and implement a Digital Content Strategy for AAF 2022 shows and events
  - Manage comprehensive digital content map/calendar
  - Devise digital content and advertising plans for shows and events
  - Identify key digital audience segments and targets for shows and events
  - Work with Head of Marketing and Communications to ensure advertising content needs are met for other media outlets, venues, etc.
- Social Media
  - Manage content strategy, creation and implementation across AAF Facebook, Instagram, Twitter and YouTube for AAF 2022 shows and events
  - Working with the Head of Marketing & Communications and AAF's digital agency, manage advertising campaigns across AAF Facebook, Instagram, Twitter and YouTube for AAF 2022 shows and events
  - Oversee strategy and implementation of AAF 2022 artists sharing on their social platforms
  - Assist with outreach to other organisations and community for cross posting opportunities
- Google
  - Manage Google Analytics reporting alongside AAF's digital agency
  - Working with the Head of Marketing and AAF's digital agency to plan and implement Google Ads for AAF 2022 shows and events
- Website
  - Oversee the ongoing development and maintenance of the Festival website alongside AAF's web partner
  - Assist in loading content for all elements related to AAF 2022
- EDM
  - Strategise and create EDM activity for AAF 2022
  - Work with Head of Marketing and Communications to create general as well as targeted content with specified audience segments
- Sponsorship
  - Contribute to the delivery of relevant sponsorship objectives and support as related to digital content
- General Administration
  - Manage direct report(s)
  - Attend meetings as required
  - Provide regular updates on digital activity
  - Provide, on completion of the Festival, a report on the full digital content 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](mailto:hr@aaf.co.nz) by Monday 13 August 2021, 5pm. Interviews will be held and decisions will be made within the same week.