



POSITION DESCRIPTION

THE AUCKLAND FESTIVAL TRUST

POSITION: Kairuruku Whakatairanga · Marketing Coordinator

REPORTING TO: Kaiwhakahaere Whakatairanga, Matihiko · Marketing & Digital Manager

Summary

The Marketing Coordinator is responsible for supporting the delivery of the Festival's marketing activity through strong project coordination, administration and marketing execution.

This role plays a critical operational function within the marketing team, ensuring deadlines are met, information is accurate, assets are delivered on time and marketing channels remain up to date.

The Marketing Coordinator also contributes to content creation, website management, social media activity and campaign delivery.

Term

This is a full-time, fixed-term position commencing late September 2026 until end of March 2027. Based in Auckland, normal hours of work will be 40 hours per week, spread between regular office activity hours of 8.00am–6.00pm, 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 2 years' experience in marketing, communications, administration, events or a related role.
- Demonstrated ability to coordinate multiple projects and manage deadlines with a high level of accuracy and attention to detail.
- Experience supporting marketing activity across social media, websites, email marketing or events.
- Strong organisational and administrative skills, with the ability to manage processes and follow through on tasks.
- Excellent written and verbal communication skills and the ability to work effectively within a collaborative team.
- Experience using social media scheduling tools, website CMS platforms, Mailchimp/Klaviyo, Canva, Airtable or Monday.com.

Key Relationships

- Head of Marketing & Communications
- Marketing & Digital Manager
- Marketing team (including, but not limited to: Senior Designer & Brand Manager, Marketing Interns and Volunteers)
- Head of Programming, and subsequent programming team
- Marketing partners and sponsors
- Industry partners and sponsors

Key Areas of Responsibility

- Marketing Operations & Coordination
 - Maintain marketing schedules and timelines.
 - Manage asset delivery schedules and workflow tracking.
 - Coordinate advertising materials and supplier requirements.
 - Manage requests from venues, partners and stakeholders.
 - Maintain marketing records and project management systems.
 - Assist with departmental administration as required.
- Website Management
 - Work alongside the Marketing & Digital Manager to deliver website launch and updates.
 - Upload and maintain Festival content.
 - Manage quality assurance and content checking.
 - Coordinate corrections and updates.
- Social Media
 - Schedule and publish social media content.
 - Support content creation.
 - Monitor audience engagement.
 - Respond to community enquiries as required.
 - Assist with content capture during Festival activity.
- Email Marketing Support
 - Build and schedule EDM campaigns.
 - Manage email lists and audience data.
 - Support audience segmentation requirements.
 - Test and quality-check communications before deployment.
- Publications & Collateral
 - Coordinate distribution of brochures and collateral.
 - Liaise with printers, venues and distribution partners.
 - Track stock levels and delivery schedules.
- Listings & Partner Support
 - Manage online event listings.
 - Supply assets and copy to venues and ticketing partners.
 - Support marketing outcomes for Festival partners and sponsors.
 - Coordinate delivery of digital toolkits and marketing assets.

- Content & Campaign Support
 - Assist with content creation.
 - Coordinate campaign assets.
 - Support campaign implementation across channels.
 - Work collaboratively with the Senior Designer and Marketing & Digital Manager.
- Other Duties
 - Attend and minute meetings if needed.
 - Provide, on completion of the Festival, a handover report with recommendations for the 2028 Festival.
 - Other duties as required.

Success Looks Like

- Assets are delivered on time.
- Marketing systems and schedules remain accurate.
- Website content is loaded correctly and on time.
- Event listings and partner requests are completed efficiently.
- Marketing activity runs smoothly with minimal follow-up required.
- The marketing team can focus on delivery rather than administration.

General

- Liaise and work collaboratively with all departments, staff members and volunteers to carry out the role and ensure open and clear communication channels are maintained for sharing information across all departments.
- Support the Festival's commitment to te reo Māori and tikanga Māori, through participation in artist pōwhiri, mihi whakatau, waiata practices, te reo Māori lessons and other activities as applicable.
- Represent the Festival professionally at Festival events, functions and stakeholder activities as required.
- Manage inputting of all programming information into relevant scheduling programmes.
- Work with the Head of Business & Finance and Head of Technical & Production to ensure all activities are fully conversant with the Festival's Health and Safety Plan.
- Undertake such other duties and responsibilities as may be required.