

POSITION DESCRIPTION
AUCKLAND FESTIVAL TRUST

POSITION: Marketing & Communications Coordinator / Kairuruku Whakatairanga, Whakapānga

REPORTING TO: Marketing & Audience Development Manager

Summary

The Marketing & Communications Coordinator will be the key administrative support role on the Marketing & Communications team for Auckland Arts Festival/Te Ahurei Toi o Tāmaki 2022 reporting to the Marketing & Audience Development Manager. Focuses in this role include scoping and implementing systems for coordinating advertising, publications, collateral, distribution, video, images, outreach and more. Additional support from this role may include assisting with copywriting, digital content creation, and publicity as well as graphic design and video editing, depending on the skill set of the individual.

Term

This is a full-time, fixed-term position commencing by end of August/beginning of September 2021 until end 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 two 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 interpersonal and written communication skills, internally and externally
- 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 copywriting, especially for digital content creation
- Experience with a web CMS and CRM system
- Background of working with designers, printers, advertising agencies, videographers and/or photographers
- Ability to work within budgets
- Possible graphic design capability with knowledge of Adobe Indesign and/or Adobe Photoshop
- Possible video editing capability with knowledge of Adobe Premiere Pro and/or other video editing software

Key Relationships

- Marketing & Audience Development Manager

- AAF Marketing & Communications Team (including, but not limited to: Senior Designer & Brand Manager, Digital Content & Marketing Manager, Publicity & Communications Manager, various Marketing & Communications Assistants, Marketing Interns & Marketing Volunteers)
- AAF Programme Administrator and subsequent Programming Team
- AAF Ticketing Manager & Ticketing Assistant
- Venues and ticketing agencies
- Media companies, sponsors and partners
- Festival Artists & Companies

Direct Reports

- Marketing & Communications Intern (TBC)
- Marketing & Communications/Festival Volunteers (TBC)

Primary Areas of Focus

- Advertising
 - Create, implement and coordinate system for tracking multi-channel advertising placements, design specs, and deadlines for print, outdoor, digital, TV, radio, venues, and partners
 - Communicate with various venues, partners, and media companies for advertising deliverables
- Publications
 - Create, implement and coordinate system for tracking requirements of AAF publications including brochure, daily guide and show programmes
 - Communicate with print broker as required
- Collateral
 - Create, implement and coordinate system for tracking creation and printing of collateral such as posters, flyers, billboards, digital screens
 - Communicate with print broker as required
- Distribution
 - Research and coordinate distribution of AAF publications (brochure, daily guide and show programmes)
 - Coordinate distribution of AAF collateral
 - Supervise volunteers or contractors assisting in distribution
- Video
 - Coordinate system for tracking video material and the editing process
- Images
 - Coordinate and re-size (if design skill set is present) images for AAF 2022 shows and events as required for different placements
- Outreach
 - Assist with grassroots marketing and outreach of AAF 2022 shows and events
- General Administration
 - Record and distribute minutes from weekly Marketing & Communications meetings
 - Raise purchase orders within Xero for Marketing & Communications budgeting
 - 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

Secondary Areas of Focus

- Copywriting/Digital Content Creation
 - Assist with copywriting for brochure alongside digital content creation and populations for website, EDM and social media as required
- Publicity
 - Assist with online event listings, creating digital media kits and staffing interviews, photography and videography as required
- Graphic Design (dependent on skill set)
 - Assist Senior Designer and Brand Manager with graphic design for publications, collateral and online as needed
- Video Editing (dependent on skill set)
 - Assist Senior Designer and Brand Manager with video editing for digital delivery as needed

Please email CV and covering letter to hr@aaf.co.nz by Wednesday 4 August 2021, 5pm. Interviews will be held w/c 9 August. Only applicants with the right to work in NZ may apply.