



POSITION DESCRIPTION

THE AUCKLAND FESTIVAL TRUST

POSITION: Audience Development Coordinator

REPORTING TO: Tumu Whakatairanga, Whakapānga · Head of Marketing & Communications

Summary

The Audience Development Coordinator is responsible for growing audience attendance, engagement and revenue through the development and management of relationships with schools, educators, community organisations, cultural communities, access networks, and group audiences.

This role plays a key relationship management function within the Marketing team, supporting the conversion of community engagement into attendance, participation and ticket sales. The Audience Development Coordinator works across a wide range of departments to build audience pathways, increase group bookings, strengthen engagement with education and community sectors, and enhance the visitor experience for organised groups.

The role combines audience development, community engagement, education liaison, group sales and customer relationship management. It also supports schools and groups attending Festival events by ensuring they receive excellent communication, coordination and on-site support.

The Audience Development Coordinator may also contribute to the development of the Box Office alongside the Box Office Manager as a visitor information and sales point.

Term

This is a full-time, fixed-term position commencing October 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 3 years' experience in audience development, marketing, sales, community engagement, education engagement, events or a related role.
- Demonstrated ability to build and maintain productive relationships with diverse stakeholders and community groups.

- Experience working with schools, educators, community organisations, cultural groups or membership-based audiences.
- Strong communication and interpersonal skills, with confidence engaging with a wide range of stakeholders.
- Experience delivering sales, audience growth or customer engagement outcomes.
- Strong organisational and administrative skills with the ability to manage multiple projects and competing priorities.
- Experience using CRM systems, ticketing systems or customer databases.
- Demonstrated ability to analyse audience opportunities and contribute to revenue growth initiatives.
- Understanding of accessibility principles and a commitment to broadening audience participation.

Key Relationships

- Tumu Whakatairanga, Whakapānga · Head of Marketing & Communications
- Marketing Team
- Head of Programming and Programming Team
- Marketing partners and sponsors
- Kaiārahi Hōtaka Ārai Kore Accessibility Programme Lead
- Schools, teachers and education providers
- Community organisations and cultural groups
- Access networks
- Corporate and group booking clients
- Industry partners and stakeholders

Key Areas of Responsibility

- Audience Relationships and Engagement
 - Build and maintain relationships with schools, educators, community organisations, cultural communities, access networks and group organisers.
 - Promote relevant Festival performances, workshops and learning opportunities to these audiences.
 - Work with Marketing and Programming teams to identify new audiences, reduce barriers to participation and encourage repeat attendance.
 - Represent the Festival at relevant community and education meetings and events where appropriate.
- Commercial opportunities and Group Sales
 - Develop school, community, group, VIP and corporate booking opportunities to support attendance and revenue targets.
 - Work with teams to develop and promote packages, multi-event offers and VIP experiences.

- Build and maintain a sales pipeline, following up with contacts to convert interest into bookings and identify upsell opportunities.
- Manage enquiries and support customers and group organisers through the booking process.
- Coordinate the servicing and delivery of packages through existing ticketing, CRM and customer service systems, ensuring inclusions are clearly communicated and delivered.
- Track bookings, conversions and revenue against agreed targets.
- Group Attendance & Visitor Experience
 - Act as the main contact for schools and organised groups attending Festival events.
 - Coordinate ticketing, venue information, access requirements and attendance arrangements with Box Office, Front of House and relevant staff.
 - Welcome groups at selected events and help resolve issues during Festival delivery.
 - Support the Box Office Manager in developing the Box Office as a visitor information and sales point.
- Records, Reporting & Improvement
 - Maintain accurate contact records and track engagement, bookings, attendance and revenue outcomes.
 - Provide regular updates on progress towards audience development and group sales targets.
 - Gather feedback from educators and group organisers to improve future engagement and visitor experience.
 - Prepare a post-Festival handover report with recommendations for 2028.
- 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.
 - 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

Success Looks Like

- Audience Growth
 - Attendance from schools, community groups and targeted audience segments increases.
 - New audience relationships are established and maintained.
 - Repeat attendance from schools and organised groups increases year-on-year.
- Education Engagement
 - Schools and educators view the Festival as a trusted and valued partner.
 - Participation in creative learning activities and education-focused events grows.
 - Strong relationships are established with key education sector contacts.

- Revenue Outcomes
 - Group booking revenue targets are achieved or exceeded.
 - Group packages and multi-event offers generate measurable sales outcomes.
 - Audience development activity converts into ticket sales and attendance.
- Visitor Experience
 - Schools and group organisers report a positive and well-supported experience.
 - Groups receive timely information, ticketing support and assistance.
- Operational Excellence
 - Stakeholder records and audience databases remain accurate and up to date.
 - Audience development activity is tracked and reported consistently.
 - Community, education and group sales initiatives are delivered efficiently and effectively.
- The role contributes positively to Festival attendance, audience growth and revenue objectives.