

TE AHUREI TOI O TĀMAKI

AUCKLAND ARTS FESTIVAL

POSITION DESCRIPTION THE AUCKLAND FESTIVAL TRUST

POSITION: Tāhūhū Whakatairanga, Matihiko · Marketing & Digital Executive

REPORTING TO: Tumu Whakatairanga, Whakapānga · Head of Marketing & Communications and Kaiwhakahaere Whakatairanga, Matihiko · Marketing & Digital Manager

Summary

The Marketing and Digital Executive is a crucial implementation role within the Te Ahurei Toi o Tāmaki Auckland Arts Festival 2025 Marketing team. The major focus in this role is implementing the Festival's organic content calendar across social media, web content and EDMs. This is in addition to working with the Marketing & Digital Manager to implement digital advertising needs for other media outlets as well as delivering digital objectives for Festival sponsors and partners, and ensuring the Festival brochure and highlights guides get in the hand of the community.

Term

This is a full-time, fixed-term position commencing September 2024 until end of March 2025. 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 two years' digital marketing experience.
- 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.
- Experience working in the following apps and programs or similar: Google Analytics, Facebook Business Manager, social media scheduling tools, Adobe CC Suite, Canva, Mailchimp/Klaviyo.
- Experience working with email marketing automations.

Key Relationships

- Head of Marketing & Communications
- Marketing & Digital Manager
- Marketing team (including, but not limited to: Senior Designer & Brand Manager, Marketing & Publicity Assistant, Marketing Interns, and 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

Areas of Focus

- Campaign Execution
 - Implement system for briefing, tracking and dispatching the artwork for multi-channel advertising placements, including print, outdoor, digital, TV, radio, venues, and partners.
 - Communicate with various venues, partners, and media companies and manage artwork requests.
 - Assist in implementation of promotions.
- Publications
 - Implement system for tracking and distributing Festival publications and collateral including brochure, highlights guide and show programmes.
 - Liaise with print supplier as required for brochure, banners, posters.
- Outreach
 - Implement system for grassroots marketing and outreach of AKLFEST 2025 shows and events.
- Social Media
 - Work with the Marketing & Digital Manager on the implementation of social media activity including, Facebook, Instagram, YouTube and TikTok for AKLFEST 2025 shows and events. There is the opportunity for content creation as part of this role.
 - Monitor and respond to audience interactions on social media platforms in a timely and professional manner.
 - Oversee the creation and sharing of digital media kits to artists and partners.
 - Assist with outreach to other organisations and community for cross posting opportunities.
 - Scoping of and creation of online event listings including Facebook and Eventfinda.
- Website
 - Oversee the ongoing maintenance of aklfest.co.nz website alongside the Festival's web partner.
 - Create and load content for all elements related to AKLFEST 2025.
- EDM
 - Schedule and create EDM activity for AKLFEST 2025 in conjunction with the Marketing & Digital Manager.

- Collaborate with the Marketing team to create compelling email content, including subject lines, body copy, images and calls to action.
- Set up and manage automated email workflows to drive ticket sales.
- Implement automation triggers based on user behavior, preferences, and interactions to deliver timely and relevant content.
- Ensure all email campaigns comply with relevant regulations, such as GDPR and other data protection laws.
- Stay updated with industry best practices and emerging trends in email marketing and automation.
- Collaboration
 - Support the Marketing & Digital Manager to implement any content required for the Partnerships Manager, Access & Inclusion and Creative Learning Coordinators.
- Other duties
 - Copywriting as required.
 - Assist the Marketing & Digital Manager and Design & Video Specialist with content creation as required.
- General Administration
 - Attend and minute 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.