



POSITION DESCRIPTION
AUCKLAND FESTIVAL TRUST

Position: Marketing Manager
Reporting to: Marketing & Development Director

Background

The Auckland Arts Festival is Auckland's premier festival of New Zealand and international arts. Presented biennially, the globally recognised event celebrates people and culture, and showcases the cultural diversity and vibrant energy of New Zealand's largest city.

Since the inaugural event in 2003, the Auckland Arts Festival has welcomed over a million attendees. For 19 days in March (4 – 22), Auckland Arts Festival 2015 will present a dazzling array of events by some of the country's and world's most innovative artists and performers.

Description

Working with the Marketing & Development Director (MDD), the Marketing Manager will support the undertaking of all Marketing activities for the 2015 Auckland Arts Festival including responsibility for the implementation of the Festival's marketing and communication strategy.

Required skills and experience

- Minimum three years' experience in arts marketing or similar at management level
- Experience working with designers/printers and advertising agencies
- Demonstrated project and time management skills
- High level of computer literacy with knowledge of CRM systems
- Ability to manage a varied workload with minimal or no supervision and to deadlines
- Demonstrated success in event marketing and publicity
- Knowledge of the performing and visual arts
- Knowledge of Ticketing Agencies and their marketing functions.
- Experience with managing budgets
- Demonstrated strategic marketing abilities
- Proven leadership skills
- Interpersonal, written and oral communication skills are a prerequisite for this position
- Good relationship skills

Term

This is a fixed term contract position, commencing 3 March 2014 and concluding on 24 April 2015.

KEY RESPONSIBILITIES

Strategy and Planning

- Work with the Marketing & Development Director to develop and implement the overall marketing & communication strategy for the promotion of the 2015 Festival.
- Devise marketing plans for individual events in consultation with MDD.
- Update Festival's digital and social media strategy.
- Contribute to audience development plan.
- Plan duties and priorities for Online Coordinator/Marketing Assistant.

Marketing Collateral and Campaigns

- Assist with the compilation of all Festival collateral content including the Programme Brochure.
- In partnership with the MDD, oversee the design, production and distribution of event collateral.
- Manage day-to-day relationship with design agency and design contractors.
- Purchase, produce and place advertising as approved by the MDD.
- Manage the advertising schedule execution (including newspaper magazine, radio and TV), direct mail, outdoor campaigns.
- Liaise with the Festival Publicist and Publications Editor to ensure a consistent approach to copy is maintained.

Sponsorship, Partnerships and Promotions

- Work with Sponsorship to ensure sponsors' and funders' benefits are met effectively.
- Liaise with Sponsorship to ensure all necessary sign offs are received by set deadlines.
- Attend sponsorship meetings when required to assist with development of activation ideas.
- Work with MDD to negotiate with and manage media partners in order to maximise budget and exposure.
- Work with Festival Publicist to develop promotional opportunities with key media partners.
- Identify, develop and execute cross promotions with media partners, sponsors and other affiliated organisations or organisations of interest (i.e. Grab One, Grab a Seat, BookaBach, ATEED).
- In partnership with the MDD, undertake the re-development and co-ordination of the Festival Friends/membership programme to ensure all membership benefits are delivered and assist with the development of a communications campaign.
- Assist in the recruitment of marketing interns and manage their duties.
- Develop and oversee the execution of 'street' promotion teams in the lead up and during the Festival

Ticketing

- Where needed, arrange all marketing related complimentary tickets and assist with corporate hosting where required.
- Provide support to AAF Ticketing staff to leverage marketing opportunities with ticketing agencies.
- Provide all necessary marketing collateral to ticketing agents and venues for all their marketing channels (outlets, venues and web etc.).

Online, Web and Social Media

- Work with the MDD, website developer and other marketing staff to ensure they have all information necessary to build the Festival 2015 website, including all copy, images, relevant links etc.

- Manage and implement EDM and social media content schedules.
- Assist with the preparation and distribution of the Festival's internal and external communications

General

- Work closely with the Artistic Director and senior management to accurately promote the programme.
- Deputize as required for the MDD.
- Work with MDD on market research including surveys and data mining.
- Stay abreast with recent marketing trends and identify new opportunities suitable for the Festival.
- Assist the CEO and MDD with other duties as required.
- Attend meetings when and as required by the CEO and/or MDD.
- Maintain key relationships with the Festival management team as required.

Reporting

- This position is a direct report to the MDD.
- Provide a post event report including:
 - Electronic and physical archive of all collateral produced including a list of all advertising by event and sponsors acknowledged
 - Summary of the marketing & communication campaign including analysis of successes and key learnings
 - Full budget analyses budget vs actual.

Key Relationships

CEO
Artistic Director
Suppliers/contractors
Ticketmaster Ticketing and Marketing staff
Venue Marketing and ticketing staff
AAF Ticketing Staff
AAF staff

Applications

Applications with CV should be emailed to shona.roberts@aaf.co.nz or mailed to:

Shona Roberts
Business & Finance Manager
Auckland Festival Trust
PO Box 5419 Wellesley Street
Auckland 1141.

Applications close **Friday 17 January 2014**.