**POSITION DESCRIPTION**

**AUCKLAND FESTIVAL TRUST**

**Position:**  Publicity Assistant

**Reporting to:** Media and PR Manager

**Description**

The principal objective is to work closely with the Festival’s Media & PR Manager to maximise publicity for the Auckland Arts Festival 2017 (8-26 March, 2017).

**Term**

The position is full time and fixed term, **from 9 January to 31 March 2017.**

**Hours**

Normal hours of work will be 40 hours per week, between 8am and 6pm, Monday to Friday. Extra hours will be required immediately prior to and during the Festival, including nights and weekends.

**Required skills and experience**

* Experience in supporting or co-ordinating PR campaigns
* Understanding of media and active media user (preferably Auckland media literate, including online)
* Experience in writing for media, communications and/or marketing
* Understanding of press material use
* Microsoft Excel, Word and Outlook
* Events support (preferable)
* Media relationships/contacts (preferable)
* Experience with photo resizing (preferable)
* Drivers licence (preferable)
* A passion for the arts
* Common sense, a sense of occasion, can-do attitude and energy

**Key Relationships**

* Media and PR Manager
* Marketing & Communications Director
* Other Marketing staff
* Artistic Director
* Programming
* Ticketing
* Technical
* Interns

**JOB DESCRIPTION**

**Publicity support**

1. Coordinating events listings, what’s on pages and in-briefs – providing info and images
2. Following up image requests from press (resizing when required)
3. Chasing/reformatting artist bios
4. Interview briefing and attendance when requested by Media and PR Manager
5. Artist liaison and attending interviews with artists during Festival
6. Story development and media pitching

**Writing**

1. Press materials, when required
2. Interview briefing materials
3. Social media posts

**Event support**

1. Assisting with events, media calls, opening nights and other activities when required
2. Impeccable approach with press and VIPs
3. Act as a runner during the Festival

**Media contacts**

1. Updating media lists

**Administration**

1. Media monitoring and reporting
2. Team administration and support

**General**

17. Other duties as required.

**APPLICATIONS**Applications should be emailed to [shona.roberts@aaf.co.nz](mailto:shona.roberts@aaf.co.nz) or mailed to the Auckland Festival Trust, PO Box 5419, Wellesley Street, Auckland 1141 by **7 December 2016.**