**POSITION DESCRIPTION**

**AUCKLAND FESTIVAL TRUST**

**Position: Marketing Manager**

**Reporting to: Marketing & Communications Director**

**Background**

The Auckland Arts Festival is Auckland's premier festival of New Zealand and international arts. Now presented annually, 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 1.7 million attendees. For 19 days in March 2018 (7 – 25), the next annual Auckland Arts Festival will present a dazzling array of events by some of the country's and world’s most innovative artists and performers.

**Description**

Reporting to the Marketing & Communications Director, the Marketing Manager will implement the marketing activities for the Auckland Arts Festival.

**Term**

The position is full time and fixed term, from **24th July** **2017** to **April 2019**.

**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 weekends.

**Required skills and experience**

* + Minimum three years’ experience in arts marketing or similar
  + Experience working in the digital marketing and social media space
  + Experience working with designers/printers and advertising agencies
  + Demonstrated project and time management skills
  + Computer literacy with knowledge of CRM systems
  + Ability to manage a varied workload with minimal supervision and to deadlines
  + Knowledge of the performing and visual arts
  + Knowledge of Ticketing Agencies and their marketing functions
  + Strong written and oral communication skills are a prerequisite for this position
  + Good relationship skills

**Key Relationships**

Marketing & Communications Director

AAF Marketing & Ticketing Staff

Suppliers and industry partners

Artistic Director

CEO

Other AAF staff

**JOB DESCRIPTION**

**Strategy and Planning**

Assist the Marketing and Communications Director (MCD) to: -

* Implement the overall marketing, Audience Development & communication strategy for the promotion of the 2018 and 2019 Festivals
* Devise marketing plans for individual events
* Update Festival’s digital and social media strategy

**Marketing Collateral and Campaigns**

Under the supervision of the MCD: -

* Assist with the compilation of all Festival collateral content including the main Programme Brochure
* Oversee the design, production and distribution of event collateral
* Manage day-to-day relationship with design agency and design contractors
* Produce and place advertising as approved by the MCD
* Manage the advertising schedule execution (including print, radio, digital and TV), direct mail, outdoor campaigns
* Work closely with PR & Media Manager and content staff to ensure a consistent approach to copy is maintained

**Sponsorship, Partnerships and Promotions**

* Work with Development staff to ensure sponsors’ and funders’ benefits are met effectively
* Liaise with Development staff 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 MCD to manage media partnerships
* Work with PR & Media Manager 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. GrabOne, Grab a Seat, BookaBach, ATEED)

* Assist in the recruitment of marketing interns and manage their duties
* Oversee the execution of activation 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, Social Media and CRM**

* Work with the MCD, website developers and other marketing staff to ensure they have all information necessary to update the Festival website, including all copy, images, relevant links etc. as and when required
* Manage the customer database and segment audiences for Electronic Direct Mails [eDMs] using the Festival’s CRM system, Archtics
* In consultation with MCD, PR & Media Manager and other marketing staff, manage AAF’s eDMs
* Assist the PR & Media Manager in setting social media content schedules

**General**

* Work with the Artistic Director, CEO and other relevant AAF staff to accurately promote the Festival brand and programme
* Stay abreast of recent marketing trends and identify new opportunities suitable for the Festival
* Attend meetings when and as required
* Ensure Purchase Orders are raised, communicated and lodged in timely fashion and as per guidelines
* Work with MCD on market research including surveys and data mining
* Assist with other duties as required by CEO and/or MCD

**Reporting**

* This position is a direct report to the MCD
* 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

**APPLICATIONS**Applications with CV 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 Monday, 6th June.