



## Marketing Coordinator

This is a part-time, fixed term contract role from mid-January 2019 to mid-July 2019 with flexible hours to be negotiated with the successful candidate.

### BACKGROUND

The producers of Aotearoa's iconic New Zealand Festival, Wellington Jazz Festival, Lexus Song Quest and Second Unit are based in Wellington, New Zealand. We believe creativity is a powerful current that flows across borders and permeates transformative experiences between artists and audiences.

### PURPOSE OF THE POSITION

This role reports directly to the Marketing and Communications Manager with the purpose of supporting the marketing team in all matters relating to the production and distribution of its marketing communications plans. This role will focus on campaign deliverables for the 2019 Wellington Jazz Festival and Second Unit event, with a particular emphasis on digital channels.

### KEY CAPABILITIES

The key capabilities of the role are:

- **Organisation and Planning:** Excellent organisational, administrative and time management skills are vital in this role, as you will be handling complex tasks and projects with multiple conflicting deadlines. You will need to demonstrate initiative and the ability to think creatively and strategically to meet goals.
- **Marketing Communications:** Accuracy and strong writing skills are required to help deliver high quality marketing communications and bring the brand to life in a way that engages, excites and informs our audiences across a range of channels.

- **Digital and Social guru** - Demonstrated experience in delivering digital marketing and audience development strategies and the development, maintenance, reporting and measurement of digital engagement. You will be highly knowledgeable about major and emerging social media platforms and have a proven track record in effectively using social media to increase meaningful engagement. Platforms may include Facebook, Twitter, YouTube and Instagram. Website CMS, email marketing platforms, Photoshop and video editing experience is advantageous (though not all essential – please outline your relevant experience in the application).
- **Relationship management:** You will need to liaise effectively with internal and external stakeholders to help the Marketing and Communications Manager meet deadlines and ensure the quality of all marketing communications.
- **Team Player:** This role would be ideal for an energetic self-starter who is a great collaborator and copes well working in a busy and fast-paced environment. Knowledge of the performing arts, events and entertainment is desirable.

## KEY FUNCTIONS

To work alongside the Marketing and Communications Manager and team to successfully deliver the aims of the marketing plans for Wellington Jazz Festival and Second Unit, with the objective of increasing audience engagement and maximising ticket sales and event attendance.

Key functions include (but are not limited to):

**Campaign production:** Working with the Marketing and Communications Manager you will assist in producing paid broadcast, print, outdoor (including signage), merchandise and digital advertising including coordinating the media schedule, copywriting, design, proofing, dispatch, and reporting.

**Digital communications production:** Working with the Marketing and Communications Manager, prepare and implement all aspects of our online campaign presence including images, video and copywriting for digital channels.

**Publication production:** Working with the Marketing and Communications Manager you will assist in writing, compiling, producing and publishing the event and festival programmes and publications as required. This will primarily involve sourcing information, images, logos and other material, and coordinating the distribution and return of copy proofs and page proofs. You will be liaising with both internal and external stakeholders, including artists and/or their representatives. You will also support the sale of advertising in these publications as required.

**External promotions coordination:** Working with the Marketing and Communications Manager, and wider marketing team you will help coordinate our external marketing promotions with Partners and other external organisations.

**Asset and content management:** You will assist in all matters relating to the management of resource material necessary to service the promotional, publicity and publication requirements of the Wellington Jazz Festival and Second Unit

**Archiving/Reporting:** You will assist the Marketing and Communications Manager with regular analysis/reporting on marketing channels as required to track campaign progress. You will also archive Festival campaign outputs as needed.

**Other:** general marketing and administrative responsibilities as required.

## **ACCOUNTABILITY**

The Marketing Coordinator is directly responsible to the Marketing and Communications Manager or in their absence the Head of Marketing and Story.

## **OUR KAUPAPA**

**Manākitanga:** Hāpai ake te mana o ngā tangata.  
Uplifting the mana of all people through care, nurture and respectful relationships

**Pūkengatanga:** Whaia te iti kahurangi  
Pūkengatanga is the pursuit of excellence in all of our endeavours

**Whanaungatanga:** Whiriwhiri ngā tangata i te whānau whānui  
Weaving together a team to create strength, trust and flexibility

**Kotahitanga:** Te amorangi ki mua, te hāpai ō ki muri  
Standing together with shared purpose and values

## **APPLICATIONS**

To apply, please provide a CV outlining your relevant experience as well as a one-page cover letter which clearly articulates how your skills and experience meet the Key Capabilities of the role. For any queries or to submit your application please email [Suzy.cain@festival.co.nz](mailto:Suzy.cain@festival.co.nz).

**Applications close 5pm Wednesday 19 December 2018.**

Please note that due to the nature of our events and festivals, a flexible approach to working hours during event periods is essential.