

**POSITION DESCRIPTION
AUCKLAND FESTIVAL TRUST**

Position: **Communications Manager**

Reporting to: **Chief Executive**

BACKGROUND DESCRIPTION

Reporting to the Chief Executive and working closely with the Marketing & Audience Development Manager, the Communications Manager will implement the communications activities for the Auckland Arts Festival and Auckland Festival Trust.

The role is fulltime, fixed term from early October 2020 until 30 April 2021.

REQUIRED SKILLS AND EXPERIENCE

- Minimum five years' experience in arts communications or similar
- Knowledge of the performing and visual arts sector
- Experience working in the digital communications and social media
- Demonstrated project and time management skills
- Proven experience in developing and delivering to strategic plans
- Computer literacy with knowledge of CRM systems and management
- Excellent writing skills are a prerequisite for this position
- Excellent interpersonal and oral communication skills
- Ability to manage a varied workload with minimal supervision and to deadlines
- Excellent relationship skills
- Proven staff management experience

KEY RELATIONSHIPS

Internal

Chief Executive
Marketing & Audience Development Manager
Artistic Director
Brand & Content Manger
Ticketing Manager
Other Marketing and Communications Staff
Other AAF staff

External

Media Partners
Industry Partners
Website Providers
Other suppliers
Publicists

JOB DESCRIPTION

Strategy and Planning

Working with the Chief Executive and the Marketing & Audience Development Manager the Communications Manager will, assist in developing and implementing a communications strategy and plan that effectively represents the Festival organisation, and festival programme. This shall include the following key areas:

- A critical path for communications activity including content research and content development.
- Identification of key audiences and relevant communication channels to reach them, with a focus on audiences and communities new to the Festival.
- Identification of key media, communication partners and new channels of communication.

- A detailed media relations programme for the festival, setting out proposed schedule of coverage for all key print, broadcast and on-line media vehicles, together with related deadlines.
- Additional communications and publicity initiatives for specific Festival events and for the Festival as a whole.

Public Relations / Publicity

- Working with the Marketing & Audience Development Manager lead all areas of communications, media and public relations for all events in the Auckland Arts Festival and under the Festival's brand.
- Write and distribute media material, including images, information and any other content to national and international media across all media genres, including maximising the Festival's presence on all identified on-line media channels.
- Prepare, facilitate and attend the schedule of interviews, media calls and photo shoots for Festival artists
- Generate media coverage and manage distribution of media ticket giveaways
- Allocate media complimentary reviewer tickets
- Arrange and manage the clipping services
- Working with CEO devise a crisis response strategy, advise on, and manage as required any issues of risk or damage control that may arise.

Content and Social Media

- Working with the Marketing & Audience Development Manager set social media strategy and manage social media content schedules.
- Working with the Brand & Content Manager research, develop and write content for festival print and online collateral including the Festival Programme brochure, website pages, event programmes.
- Working with the Marketing & Audience Development Manager schedule, write and manage content for the Festivals eDM's, social media schedule and activity.
- Manage, input and update content on the Festival website.

Sponsorship

- Contribute to the preparation of relevant sponsorship documentation and support the Chief Executive and Partnerships Executive, and where appropriate, the Board with all aspects of sponsorship delivery to corporate sponsors and funders, in particular media partners.

General & Reporting

- Manage communications staff and interns (if any) in line with Festival policies and procedures
- Attend meetings when required and provide Chief Executive and Artistic Director with regular briefings on communications and media plans
- Maintain the Festival media archive
- Provide a full post-Festival report including a summary of the communication and media campaign including analysis of successes and key learnings.
- Other duties as required by the Chief Executive