

OUR VALUES: Te Kaupapa o Tāwhiri

Manaakitanga: uplifting the mana of all people through care, nurture and respectful relationships.

Tāne te Wānanga: the pursuit of excellence in all our endeavours.

Whanaungatanga: weaving together a team to create strength, trust and flexibility.

Kōtahitanga: standing together with shared purpose and values.

POSITION - MARKETING & CONTENT COORDINATOR

TIMEFRAME - Full time, fixed term contract commencing July 2023 – 30 April 2024.

BACKGROUND

Based in Wellington, Tāwhiri is the creative force behind Aotearoa’s iconic New Zealand Festival of the Arts, Wellington Jazz Festival, Lexus Song Quest and Te Hui Ahurei Reo Māori o Te Whanganui-a-Tara. Creativity is a powerful current that flows across borders and permeates transformative experiences between artists and audience. It is the creative force behind festivals and experiences in Wellington including:

- **Te Hui Ahurei Reo Māori o Te Whanganui-a-Tara, September 2023**
- **Wellington Jazz Festival, October 2023**
- **New Zealand Festival of the Arts, Feb –Mar 2024**
- **Lexus Song Quest – July/August 2024**

PURPOSE OF THE POSITION

The Marketing and Content Coordinator will work with and support the Marketing Campaign Lead and wider Audience & Partnerships team to successfully implement the multi-channel marketing campaigns for the Aotearoa New Zealand Festival of the Arts, Wellington Jazz Festival, Te Hui Ahurei Reo Māori o Te Whanganui-a-Tara and Lexus Song Quest. This is a key supporting role and reports directly to the Marketing Campaign Lead.

KEY FUNCTIONS

To work alongside the Marketing Campaign Lead and team to successfully deliver the 2024 Aotearoa New Zealand Festival of the Arts, 2023 Wellington Jazz Festival and Te Hui Ahurei Reo Māori o Te Whanganui-a-Tara Marketing Strategy, with the key objectives of increasing audience engagement, maximising ticket sales and driving strong event attendance. Key functions include (but are not limited to):

- Support the Marketing Campaign Lead with the development and execution of integrated marketing campaigns.
- Implement planning, production and delivery of advertising material across print, broadcast and digital media for scheduled advertising activity.

- This role will be the gatekeeper of the Marketing teams timelines and schedules and responsible for ensuring that both internal and external deadlines are adhered to, essentially keeping things on track.
- Work in consultation with Marketing Campaign Lead to devise, then to deliver targeted event marketing strategies to key audience demographics.
- Collaborate with internal and external partners to deliver all activity to the highest standard.
- Devise, manage and implement promotions and cross-promotion schedules.
- Assist with content development, planning and scheduling across social media channels, website and direct marketing emails.
- Support the Marketing Campaign Lead with publication production. You will assist in writing, compiling, producing and publishing outputs such as the Festival programme.
- Strong relationship management with key Festival stakeholders and suppliers.
- Carry out internal communications related to Marketing Department activities as required. This may include coordinating meetings and preparing, updating and distributing schedules and reports.
- Assist with regular analysis/reporting on marketing channels as required to track campaign progress.
- Attend training sessions, events and functions as a team member, along with other general marketing and administrative responsibilities as required.
- Please note that due to the nature of our events, a flexible approach to working hours during Festival periods is essential.
- Other duties as required.

KEY CAPABILITIES

The key capabilities of the role are:

Arts Marketing – Tawhiri’s festivals and events are promoted to national and international audiences via a comprehensive marketing and communications strategy which uses all elements of the marketing mix. The efficient delivery of this strategy is critical to the ongoing success of Tawhiri’s events.

Marketing Team Member - This role works closely and constructively with the Marketing Campaign Lead and wider Audience & Partnerships team to successfully develop, implement and report on marketing campaigns to set targets.

Organisation and Planning - Strong organisation and planning skills are key to this role. The ability to think creatively to achieve targets and manage conflicting deadlines is important. Setting priorities; formulating a method or course of action for self and/or others to follow; planning appropriate allocation of resources.

High attention to detail - The ability to focus on the detail to ensure that all work is completed accurately and on time, complying with standard procedures, initiating action to correct problems that relate to quality, escalating quality issues as appropriate, supporting and communicating expected work standards and supporting quality initiatives within the team.

Communication – Able to write clearly and succinctly in a variety of communication settings and styles to deliver effective communications with a complex network of people and agencies – both public-facing and private.

Creativity and innovation - Recognises new opportunities or needs and meets these through creative thinking and practical solutions; finds fresh angles or alternatives when dealing with issues/problems, improvises effective solutions when faced by unusual and difficult problems.

Relationship management - Establishing a connection and affinity with others easily and quickly; demonstrating interpersonal sensitivity. Proactively developing and maintaining effective internal and external relationships to facilitate the achievement of work goals.

Results focused - Working through each aspect of a task or project; ensuring that tasks and/or projects are completed within established time frames. Doing what it takes to achieve work goals, being tenacious and overcoming barriers/obstacles, managing work and personal pressures appropriately.

Te Ao Māori - An understanding of Te Ao Māori including basic Tikanga and Te Reo Māori. / Willingness to discover and embrace Te Ao Māori including basic Tikanga and Te Reo Māori.

REQUIRED KNOWLEDGE AND EXPERIENCE

- Minimum 3 years proven experience in a marketing communications or digital marketing role
- Tertiary qualification in marketing communications or similar discipline is advantageous
- The ability to edit and copy-edit English to a high standard, combining attention to detail with a creative, engaging style
- Experience with campaign management software a bonus
- Passion for and good general knowledge of the creative arts

ACCOUNTABILITY

The Marketing and Content Coordinator is directly responsible to the Marketing Campaign Lead or in their absence the Head of Audience and Partnerships.

TO APPLY

To apply, please provide a CV outlining your relevant experience as well as a 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 reception@tawhiri.nz. Deadline: 5pm, Tuesday 20 June.

TĀWHIRI

THE CREATIVE FORCE BEHIND

AOTEAROA
NEW ZEALAND
FESTIVAL OF
THE ARTS

WELLINGTON
JAZZ
FESTIVAL

LEDGIS
SONG:QUEST

TE HUI AHUREI
REO MĀORI
O Te Whanganui-a-Tara

TĀWHIRI
warehouse

TĀWHIRI
warehouse

ARTICLE
MAGAZINE

THE
CULTURE
CLUB