



**Whānau
Mārama
New Zealand
International
Film Festival**

NEW ZEALAND FILM FESTIVAL TRUST JOB DESCRIPTION

Position:	Communications and Marketing Coordinator (Auckland)
Reporting to:	Head of Communications and Marketing
Oversee:	Auckland Intern, Auckland event photographers and videographers

BACKGROUND & PURPOSE / WHAKAPAPA ME NGĀ WHĀINGA

Whānau Mārama: New Zealand International Film Festival (NZIFF) is an annual event, operated by a Charitable Trust, the New Zealand Film Festival Trust (NZFFT). The Trust is a professional, non-profit, non-political organisation with the aim of fostering interest in film and encouraging a high standard of film creation and appreciation.

NZIFF 2022 will screen in 13 centres from July 28 – September 4. The film festival is an eagerly awaited and anticipated cultural highlight. The curated programme caters every year to a wide audience throughout the country.

The NZFFT national office is based in Wellington, with a secondary office in Auckland. A core permanent team runs the film festival operations with additional short-term contractors in place during the three months spanning the lead-up to and delivery of the festival.

ROLE DESCRIPTION / NGĀ RAUKURA O TE TŪRANGA

This role supports the Promotions Team in communications, promotion and marketing of Whānau Mārama: New Zealand International Film Festival. It is a varied role which includes creating content for the NZIFF social media channels, pitching media opportunities to media organisations, managing the marketing campaign and collateral requirements, and undertaking promotion of the film festival with a variety of networks. The role works closely with the publicity and promotions team, as well as the Auckland delivery team. The role has a supervisory element.

TERM OF EMPLOYMENT / TE ROA O TE MAHI TAHI

This is a contract position for the period of 30 May – 12 August 2022 based in Auckland. The period 30 May – 10 June is 20 hours per week, increasing to full time (40 hours per week) from 13 June – 12 August.

REQUIRED SKILLS AND EXPERIENCE / NGĀ PUKENGA

- Strong writing skills
- Knowledge of media and confidence in establishing new relationships. Experience with film media is an advantage
- Excellent verbal and interpersonal communication skills including confidence in cold calling media
- Excellent computer literacy including Microsoft Word, Microsoft Excel, Microsoft Outlook and experience using project management, scheduling or CRM software/platforms
- Excellent knowledge of social media platforms, in particular Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Demonstrated copywriting skills for both formal and informal online communication
- Strong research skills
- Highly organised with excellent attention to detail
- Experience working autonomously and as part of a team
- Able to work effectively under pressure
- Positive, flexible and outgoing attitude
- A strong interest in, and knowledge of, film industry and culture is an advantage
- Full, clean drivers licence

KEY RESPONSIBILITIES / NGĀ TAKOHANGA

PUBLICITY

- Work with the Head of Communications and Marketing in developing media plans and pitching media interviews to media as required.
- Work with Auckland-based filmmakers on media ideas and support them at interviews.
- Organise interviews for media with filmmakers via phone, Skype and in-person.
- Distribute screeners and other assets to media as required in consultation with Head of Communications and Marketing.
- In consultation with the Head of Communications and Marketing and, where relevant, the Programming Team, arrange selected media screenings in Auckland.

MARKETING & PROMOTIONS

- Work with the Head of Communications and Marketing to deliver the marketing campaign for NZIFF 2022 including booking advertising, briefing designers and ensuring collateral is prepared to correct specifications, signed off and delivered to meet deadlines.
- Identify additional opportunities to gain promotion of NZIFF 2022
- Work with the Promotions Team on identifying and delivering audience development opportunities
- Work with Assistant to the General Manager and Auckland Festival Manager to ensure correct classification labels are supplied and displayed in Auckland venues.
- Assist Auckland Festival Manager to ensure box offices and venues are attractive and provide marketing opportunities. This includes managing film schedule boards, poster displays and The Civic Information Desk.

- Work with sponsors and partners to ensure delivery of marketing assets and collateral and to organise ticketing and display at venues in accordance with contractual requirements.
- Write additional copy/editorial for use by wider Promotions Team including but not limited to, advertorial, website, social media, audience development and EDMs
- Assist with loading website and updating information

PUBLICATIONS

- Assist with collating material for programme catalogues as required
- Assist with proofing the programme catalogues as required
- Manage distribution of programme catalogue including in-person activations in Auckland

EVENTS/ Q&AS

- In consultation with the General Manager and Head of Communications and Marketing, compile guest lists for events
- Assist with hosting events in Auckland– in 2022 this will include an Opening Night Gala
- Work with the Head of Communications and Marketing to devise media and communications plans for events during NZIFF 2022 including events photography/videography plan
- Manage photographer/videographer at events and use of images on website and for media
- Contribute to identifying appropriate Moderators for Q&As in Auckland
- Assist with delivery of Q&As and other filmmaker events (masterclasses) as required including arranging filming/recording

GUEST LIAISON

- Develop media interview plans for visiting filmmakers and escort filmmakers to media interviews
- Work with Auckland Festival Manager on schedules for visiting filmmakers and host filmmakers in Auckland

SOCIAL MEDIA

- Work with the Head of Communications and Marketing and other members of the Promotions Team to plan coverage of Auckland events through NZIFF's social media channels
- Contribute to content for NZIFF's social media channels during the 2022 film festival

MANAGEMENT

- Oversee Auckland Marketing/Promotions Intern and ensure he/she is gaining NZIFF experience and meeting objectives

FINANCIALS

- Track and record costs for related activity.

REPORTING

- Provide regular reporting as required
- Assist with collation of media clippings throughout contract period

- Provide written report and feedback at the conclusion of the contract including recommendations for future improvements.

PROFESSIONAL COMPETENCIES

INDUSTRY

- Excellent knowledge of the New Zealand film, arts, culture, or creative sectors
- Extensive knowledge and strong interest in international film culture
- Well connected in Auckland

ROLE SPECIFIC

- Experience writing for different usage – media, customer-facing (website and EDMs) and social media
- Working knowledge of project management tools, systems and processes
- High level of planning and organisational competency, including management of time, people, process, and resources
- High level of commitment to attention to detail in all aspects of the role and its responsibilities
- Good knowledge of advertising and marketing channels and understanding of advertising specifications for print, radio, outdoor and online

PROBLEM SOLVING

- Critical thinker and problem-solver promoting efficient and effective work practices and the development of ideas and solutions
- Proactive approach to risk identification, escalation, and resolution

RELATIONSHIP MANAGEMENT

- Working knowledge of stakeholder relationships and the nature of the NZIFF stakeholder ecosystem
- Positive and proactive approach to working with all NZIFF stakeholders
- Represent NZIFF as required presenting a professional and positive image of the organisation

BUSINESS MANAGEMENT

- Contribute to the development and realisation of NZIFF objectives
- Assist NZIFF in monitoring the current political, legal, cultural, technological and censorship environment to detect issues which may have either adverse effects on the execution of NZIFF objectives; or which may provide opportunities to advance those objectives
- Contribute to improvements to systems and practices
- Protect the safety and security of NZIFF assets

INTRA AND INTERPERSONAL

- Ability to work to deadlines under pressure while meeting and managing expectations in a professional manner
- Positive and proactive approach to working with all NZIFF team members

- Awareness of stress in self and others, and an ability to engage with and deploy stress management skills and techniques when required
- A developed understanding of and commitment to the diversity and equality of all peoples

PERSONAL ATTRIBUTES

- Welcoming – a warm, open communication style that’s professional and inclusive
- Curious – an inherent interest in discovery, innovation, and creative endeavours
- Adventurous – undeterred by challenge or navigating new territory
- Quality driven – strives for excellence, high attention to detail, refines their craft
- Self-responsible – honest and accountable, aware of their impact on others
- A relationship builder – team-centric, constructive, supportive, and respectful
- Confident – self-directed, assertive, genuine, and open
- Committed – reliable and engaged, takes a proactive approach to their work and the workplace

KEY RELATIONSHIPS FOR THE AUCKLAND COMMUNICATIONS AND MARKETING COORDINATOR / NGĀ PIRINGA

- NZIFF staff, contractors, programmers and volunteers
- New Zealand and international filmmakers
- Film distributors and sales agents
- Independent publicists
- Photographers
- Videographers
- Media
- Community groups
- Key Influencers
- NZIFF venues and cinemas
- NZIFF sponsors

REMUNERATION / PUTEA

To be discussed with shortlisted candidates prior to interviews commencing.

HOURS / NGĀ HAORA

This is a contract position for the period of 30 May – 12 August 2022 based in Auckland. The period 30 May – 10 June is 20 hours per week, increasing to full time (40 hours per week) from 13 June – 12 August.

Generally the hours of work are between 8.00 am to 6.00 pm, Monday to Friday. The employee can choose when to start and end work each day (within agreed limits), as long as they work the agreed number of hours.

The Employee will also be required to work additional hours which are reasonably required to fulfil the duties and responsibilities of the position (this includes a commitment to working

evenings and weekends during the festival dates in Auckland 28 July – 7 August). Where possible, time-in-lieu or flexi-time is available for these additional hours required prior to the NZIFF season by working shorter hours at less busy times.