



Whānau  
Mārama  
New Zealand  
International  
Film Festival

## NEW ZEALAND FILM FESTIVAL TRUST JOB DESCRIPTION

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<b>Position:</b>	Digital Communications and Marketing Coordinator
<b>Reporting to:</b>	Head of Communications and Marketing

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### **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 28 July – 4 September. 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 is responsible for the digital communications and marketing of NZIFF 2022 including loading and maintaining the NZIFF website and delivering an optimal experience for users of the NZIFF website, coordinating material for NZIFF online communications including EDMs and daily reminder emails during the festival period, and managing NZIFF's social media channels for the period of the contract.

### **TERM OF EMPLOYMENT / TE ROA O TE MAHI TAHI**

This is a fixed term contract position for the period of 13 June – 7 August with a possible extension to 19 August 2022, based in either Wellington or Auckland. There is flexibility to enable the successful applicant to start earlier and work the first 4 weeks on a part time basis (20 hours per week) and remote working may be possible.

## **REQUIRED SKILLS AND EXPERIENCE / NGĀ PUKENGA**

- Extensive experience using a complex Content Management System (NZIFF's CMS is bespoke and built on the Supermodel platform)
- Demonstrated understanding of user experience of websites
- Knowledge of web traffic metrics
- Advanced experience and understanding of social media platforms, in particular Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Advanced experience in managing social media advertising campaigns including Facebook, Instagram and Google advertising.
- Advanced experience in creating effective social media ads.
- Experience creating and delivering social media plans to meet the objectives of the organisation
- Experience in monitoring and reporting social media analytics
- Computer Literacy: Advanced skills using CMS platforms, Advanced skills using Mailchimp, Facebook Business Manager and other social media platforms, Intermediate skills using Adobe Photoshop or Canva, video editing software (Adobe Premiere Pro preferred), Microsoft Word, Microsoft Excel, Microsoft Outlook and experience using project management, scheduling or CRM software/platforms. HTML coding experience an advantage.
- Demonstrated copywriting skills for both formal and informal online communication
- Highly effective verbal and interpersonal communication skills
- Effective research skills
- Highly organised with attention to detail
- Experience working autonomously and as part of a team
- Able to work effectively under pressure
- Positive and outgoing attitude
- A strong interest in, and knowledge of, film industry and culture is an advantage

## **KEY RESPONSIBILITIES / NGĀ TAKOHANGA**

### **WEBSITE**

- Managing the loading of the NZIFF website using the bespoke Content Management System for the 2022 festival (includes, but not limited to, film information, ticketing information, venue information, news items, tour guides, photo galleries, screening schedules, downloadable programme catalogues, advertisements, sponsor logos)
- Ensuring the website is checked in advance of going live
- Liaising with external ticketing agencies and venues to ensure the smooth integration of the website and ticketing platform(s)
- Ongoing monitoring of web traffic, performance and capacity including identifying/preventing and resolving issues
- Editing copy supplied by other members of the Promotions Team for use on website
- Work closely with website developers to ensure development work is delivered on deadline and that the website meets the technical and functional requirements
- Manage and report on website visitation

- Ensure the website is kept updated and vibrant to encourage repeat visitation
- Work effectively with Promotions Team to plan updates for website
- Action any programme updates on website as required
- Contribute/implement improvements to website

#### **SOCIAL MEDIA**

- Monitor and maintain NZIFF's social media accounts (Facebook, Twitter, Instagram, YouTube and LinkedIn)
- Establish systems for Promotions Team members to effectively provide content for use on social media
- In conjunction with the Head of Communications and Marketing, develop social media content calendar which includes overall marketing plan objectives, sponsor and partnership obligations and paid social media activity
- Deliver social media plan effectively ensuring information is accurate, relevant and interesting and grows engagement with NZIFF's social media platforms
- Manage social media content from other members of the Promotions Team
- Proactively seek ideas and copy for content for social media platforms
- In consultation with the Head of Communications and Marketing, and other NZIFF staff as required, respond to social media queries/comments
- Roster Promotions Team staff to cover social media during busy periods and ensure queries are responded to promptly

#### **DIRECT MARKETING**

- In consultation with the Head of Communications and Marketing, develop EDM schedule
- Manage NZIFF's e-newsletter distribution and subscriber database
- Write copy for e-newsletters
- Schedule daily e-newsletter updates with programme session times for the duration of NZIFF in each town/city

#### **PROMOTIONS**

- Provide social media content in correct formats (stills, copy and video) to ticketing agencies and venues

#### **EVENTS/Q&AS**

- Manage the editing of recorded Q&As / masterclasses for use on social media and uploading to YouTube and Anchor

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#### **OTHER**

- Assist with proofing of schedules and publications
- Play an active role as part of the Promotions Team in responding to general enquiries

#### **MANAGEMENT**

- Provide opportunities for Wellington or Auckland Intern to gain NZIFF experience

**REPORTING**

- Provide regular reporting as required
- Provide report at the conclusion of the contract including visitation statistics and recommendations for future improvements.

**PROFESSIONAL COMPETENCIES****INDUSTRY**

- Interest in film culture and film
- Extensive knowledge of social media platforms
- Strong understanding of matching content and appropriate social media platforms

**ROLE SPECIFIC**

- Extensive experience utilising CMS platforms
- Extensive experience developing and delivering social media content plans
- Proven experience in writing for different social media platforms
- Proven experience in developing and delivering paid social media strategies
- Working knowledge of project management tools, systems and processes
- High level of planning and organisational competency, including management of time, people, processes, and resources
- High level of commitment to attention to detail in all aspects of the role and its responsibilities

**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 ONLINE CONTENT COORDINATOR / NGĀ PIRINGA**

- NZIFF staff, contractors, programmers and volunteers
- New Zealand and international filmmakers
- Independent publicists
- NZIFF ticketing agencies
- NZIFF venues and cinemas
- NZIFF sponsors and advertisers
- Website Developers

### **REMUNERATION / PUTEA**

To be discussed with shortlisted candidates prior to interviews commencing.

### **HOURS / NGĀ HAORA**

The employee will generally work for 40 hours each week between the hours of 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 particularly in the weeks leading up to the programme announcements in early July, when tickets go on sale and during the festival period from 28 July. Where possible, time-in-lieu/flexi-time is available for these additional hours required prior to the NZIFF season by working shorter hours at less busy times.