



**Whānau  
Mārama**  
New Zealand  
International  
Film Festival

## NEW ZEALAND FILM FESTIVAL TRUST JOB DESCRIPTION

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<b>Position:</b>	Wellington Communications and Marketing Coordinator
<b>Reporting to:</b>	Head of Marketing and Communications
<b>Oversee:</b>	Wellington Intern, Wellington event photographers and videographers

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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 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 in Wellington. It is a varied role which includes providing Wellington content for the NZIFF social media channels, pitching media opportunities to Wellington-based media and undertaking promotion of the film festival with Wellington networks. The role works closely with the publicity and promotions team, as well as the Wellington 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 13 June – 19 August 2022 based in Wellington. The period 13 June – 8 July is 20 hours per week, increasing to full time (40 hours per week) from 11 July – 19 August.

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

- Strong writing skills
- Knowledge of media in Wellington 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**

- Support the Head of Communications and Marketing in pitching media interviews with Wellington media, as well as with national media as required.
- Work with Wellington-based filmmakers on media ideas and support them at interviews
- Identify angles and interview opportunities for Wellington media to gain coverage of films within the festival
- Organise interviews for Wellington media with filmmakers via phone, Skype and in-person, as well as with national media as required.
- Distribute screeners 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 Wellington

### **MARKETING & PROMOTIONS**

- Identify additional opportunities to gain promotion of the 2022 film festival with Wellington media
- Work with the Promotions Team on identifying and delivering audience development opportunities in Wellington
- Assist with delivery of marketing activity in Wellington
- Assist Wellington Festival Manager and National Ticketing Manager to ensure box offices and venues are attractive and provide marketing opportunities. This includes managing film schedule boards, poster displays and The Embassy Information Desk

- Provide additional copy/editorial for use by wider Promotions Team including but not limited to, advertorial, website, social media, audience development and EDMs

#### **PUBLICATIONS**

- Assist with collating material for programme catalogues as required
- Assist with proofing the programme catalogues as required
- Manage Wellington distribution of programme catalogue including in-person activations (eg at Railway station)

#### **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 Wellington – 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 Wellington
- 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 and Wellington Festival Managers
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- on schedules for visiting filmmakers and host filmmakers in Wellington

#### **SOCIAL MEDIA**

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

#### **MANAGEMENT**

- Oversee Wellington 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 Wellington

**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

**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 WELLINGTON 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 13 June – 19 August 2022 based in Wellington. The period 13 June – 8 July is 20 hours per week, increasing to full time (40 hours per week) from 11 July – 19 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 Wellington 4-14 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.