



Whānau
Mārama
New Zealand
International
Film Festival

NEW ZEALAND FILM FESTIVAL TRUST

JOB DESCRIPTION

Position: **Head of Marketing and Communications – Maternity Cover**

Reporting to: **General Manager**

Reported to by: Publicists (as appointed each year), Marketing and Communications Coordinator/Assistants (where applicable), Audience Development Coordinator, Social Media Coordinator, Online Marketing and Communications Coordinator, and other members of the Marketing and Communications (Promotions) team as relevant

Dual reporting: Marketing and Partnerships Executive/Coordinator (for marketing and partnership deliverables across marketing and comms), Publications Editor and Publications Coordinator.

BACKGROUND & PURPOSE / WHAKAPAPA ME NGĀ WHĀINGA

The 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 motion pictures and encouraging a high standard of motion picture creation and appreciation.

NZIFF screens in 13+ centres annually from July – September, and is an eagerly awaited and anticipated cultural highlight of the New Zealand winter. Additionally, NZFFT operates selected one-off events. The broad scope of our programme caters every year to members of a large range of communities and special interest groups.

The NZFFT national office is located in Wellington, with support from an Auckland-based team and regional contractors during the NZIFF season.

NZIFF.CO.NZ

**The New Zealand
Film Festival Trust**
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ROLE DESCRIPTION / NGĀ RAUKURA O TE TŪRANGA

The Head of Marketing and Communications – Maternity Cover is responsible for leading and managing the Communications and Marketing team to deliver publicity, promotion and marketing for NZIFF 2023. In close consultation with the General Manager, the Head of Marketing and Communications will develop and execute the national marketing and communications plan for NZIFF across all media platforms.

You will need to have a well-established network of, and strong working relationship with NZ media and key influencers. You will need management experience of leading a team to deliver KPIs on time and within budget.

TERM OF EMPLOYMENT / TE ROA O TE MAHI TAHI

This is a full-time maternity cover position from March – October 2023. This role can be based in either Auckland or Wellington. Please note that NZFFT does not currently have an Auckland office and if the successful candidate is Auckland-based, he/she may be required to work from home in the initial period of the contract.

REQUIRED SKILLS AND EXPERIENCE FOR THE HEAD OF MARKETING AND COMMUNICATIONS – MATERNITY COVER

- Management experience working with direct reports, colleagues and volunteers to ensure projects deliver on time and within budget
- Established NZ media contacts and relationships with key influencers
- Excellent understanding of NZ arts marketplace (audience, channels and reach)
- Proven marketing experience, ideally with experience in arts marketing
- A strong interest in and knowledge of international film culture
- Internet savvy with a strong understanding of social media
- Excellent communication skills – both written and spoken. Must include experience writing media releases and writing for other communications channels
- Excellent computer skills including Microsoft Office (Word, Excel, Outlook), project management tools Slack, cloud-based file management tool Dropbox, and ideally Adobe software (Photoshop, InDesign)
- Methodical and enterprising research habits
- Strong attention to detail
- Respect, understanding and awareness of Tikanga Māori
- Full clean drivers licence
- Entrepreneurial approach to networking

KEY RESPONSIBILITIES/ NGĀ TAKOHANGA

MANAGEMENT

- Manage the Publicists and Communications Assistants/Coordinators to identify, prioritise and exploit publicity and promotion opportunities nationally and locally
- Manage the Audience Development Coordinator and work with the Square Eyes Programmer to identify, prioritise and exploit outreach opportunities in the community nationally and locally. Particularly in relation to specialised & issues related programming, and the Education Programme.
- Manage the Online Marketing and Communications Coordinator and the Social Media Coordinator to maintain and develop our online presence (NZIFF website, edms, social media channels and other digital marketing).
- Oversee the management of Marketing interns (Auckland and Wellington) to gain relevant workplace experience during their NZIFF time.
- Assist with Guest Liaison, ensuring that the reasonable needs of NZIFF guests are met and a high standard of hospitality is available to them.
- Work with the General Manager to determine marketing & promotional budget and ensure all Communications Team spend is within the approved budget.
- Together with the General Manager, work with the Publications Editor and Publications Coordinator on the development of the NZIFF 2023 programme catalogue(s) and the delivery of appropriate and effective point-of-sale communications in print and digital platforms. This includes oversight of the print and nationwide distribution schedules.

COMMUNICATIONS

Marketing and Promotion

- Develop the annual NZIFF Marketing and Communications Plan (and any secondary NZIFF events) in consultation with senior leadership and direct reports. This includes the planning and development of NZIFF marketing collateral nationwide.
- Together with the General Manager, liaise with NZIFF's designers and partners on the production, delivery and proofing of all collateral items. Ensuring all sponsor acknowledgments are incorporated and signed off.
- Liaise with partners, suppliers and media outlets to deliver the Marketing and Communications Plan.
- Oversee all media releases and communications copy across all channels to ensure content is accurate, relevant and engaging.
- Working with the General Manager, have full oversight of all aspects of the NZIFF website and social media channels ensuring content is up-to-date, relevant website development is undertaken, and relevant training is provided for those involved in working on these platforms.
- Working with members of the Communications and Marketing team, develop an e-newsletter schedule and ensure content is relevant, interesting and engaging.
- In collaboration with the programmers and Audience Development Coordinator, assist in devising special interest group and social media strategies for NZIFF to ensure these fit in with the overall communications objectives
- Oversee compilation of distribution lists for NZIFF programmes and other promotional materials and ensure delivery is undertaken.

- Together with the General Manager, decide on allocation of marketing spend and co-ordinate advertising and print bookings and ensure content is delivered to meet deadlines.
- Oversee the Communications Assistants in the delivery of promotional materials to venues and installation of venue display boards to maximise the profile of NZIFF 2023 in all venues nationwide.
- Oversee and approve competitions with media outlets and sponsors.
- Identify and explore opportunities for the enhancement of NZIFF's viability and effectiveness.

Publications and Content

- Together with the General Manager and Head of Programming, work with the Publications Editor to undertake the production of the programme catalogue(s) including taking responsibility for all content and managing checking and proofing of catalogues prior to print.
- Ensure content for programme catalogues is accurate and is entered into Fiona Festival and accessible to all staff.

Publicity

- Develop an announcement strategy for NZIFF (specific titles, dates and media outlets).
- Ensure media (including but not limited to magazines, newspapers, radio, TV, online) are informed of NZIFF dates for their listings/what's on sections.
- Write and distribute media releases, and manage the media release schedule with Publicists and Communications Assistants
- Strategic overview of Publicists' and Communications Assistants story pitches and interview ideas.
- Manage Communications staff to distribute approved materials to media.
- Assist staff and/or organise media interviews with key media for overseas and NZ guests/filmmakers as well as selected non-visiting filmmakers, General Manager, Head of Programming, and external Programmers.
- Oversee preparation of bios for guest filmmakers for use in NZIFF publications.
- Prepare and/or approve media schedules for guests.
- Coordinate with the Guest Host/Coordinator on available slots and confirmed guest activities to ensure accurate itineraries are maintained.
- Strategic overview of arranging selected media screenings.
- Update and maintain NZIFF's media database (all NZIFF publicists are responsible for this task) and integrate in new CRM 'Fiona'.
- Work closely with NZ-based filmmakers (and, where applicable their distributors and publicists) to help them develop strategies for their NZIFF marketing plans and advise publicists on assisting with any premiere plans.
- Liaise with film distributors on plans for films and availability of talent for media interviews.
- Manage the creation and distribution of media releases.
- Oversee the Communications Assistants/Coordinators and Publicists in researching information about other events which may impinge on programming and scheduling in each region.
- Coordinate with external programmers regarding publicity for the Square Eyes, Incredibly Strange and Animation NOW! strands.

- Together with Publicists, develop and manage media reviewers plan and ensure review ticketing is undertaken in an effective manner.
- Assist the Guest Coordinator and hosts in escorting filmmakers to and from their scheduled activities (including interviews, workshops and screenings) when needed.
- Manage media monitoring service and ensure local media clippings are captured for NZIFF records – including preparing and distributing copies for sales agents, filmmakers and distributors.

SPONSORSHIPS & PARTNERSHIPS

- Along with the General Manager, develop and manage media partnerships.
- Provide support materials for pitching to sponsors and funders.
- Contribute towards the strategic planning of NZIFF partnership alignment with NZIFF and individual film sponsorships.
- Ensure any sponsor acknowledgements are included and signed off in communications materials.

EVENTS

Including but not limited to: Programme Launches, Galas, Premieres, NZ's Best Screenings, Wintergarden Events, Closing Night and Ancillary Events

- Devise media and communications strategies for NZIFF events, and where appropriate manage media and photographers present.
- Oversee, compile and update the media guest lists.
- Work with General Manager, Assistant to the General Manager and ticketing staff to develop seating plans and ensure effective allocation of tickets.
- Assist with hosting of events.

INTERN SUPPORT

- Oversee the interns' workloads ensuring that they are managing their time and prioritising tasks
- Provide direction and guidance to ensure the interns are gaining NZIFF experience, within the Communications team and wider team

DURING NZIFF IN AUCKLAND, WELLINGTON AND OTHER CITIES

- If required travel to Auckland/Wellington for NZIFF programme launch.
- If required travel to Auckland/Wellington for NZIFF and opening weekend to assist with media, red carpet activity and partnership hosting – including Competition Awards events.
- Contribute content for lively and engaging NZIFF social media.
- Participate in planning of discussion panels/Q&As/Masterclasses and assist in their promotion.
- In consultation with the Guest Host/Coordinators, ensure that the reasonable needs of NZIFF guests are met and a high standard of hospitality is available to them.
- Ensure the Guest Host/Coordinators expedite the transportation of guests to and from their publicity engagements.
- Assist when needed with escorting filmmakers to and from their interviews, workshops and screenings.

- Assist the Festival Managers and Guest Host/Coordinators as required with compiling the day by day schedule of events, introductions, publicity, announcements
- Be available if needed to attend opening/closing events in Christchurch and Dunedin

TICKETING

- Oversee Communications Team requests for complimentary tickets and passes for guests, media and special promotions. (The Guest Host will look after filmmaker allocations for NZ filmmakers to their own films)

OTHER DUTIES

- With the General Manager, recruit Communications and Marketing Team contractors including reviewing JDs, assessing applications, interviewing and selection of team members, and exit meetings
- Assist with identifying, inviting and managing suitable moderators for Q&As for visiting filmmakers
- Work with the Head of Programming and General Manager on the selection of images for publications and media distribution
- Manage screener links for media
- Outside of the contractors' role period you will be responsible for the following:
 - Writing and distributing media releases
 - Loading news items to NZIFF website
 - Building and distributing eDMs
 - Updating the NZIFF social media channels (including distributing competition prizes)
 - Compiling and distributing annual patron survey
- Other reasonable tasks are requested

REPORTING

- Produce an annual report on actions, successes and learnings at the completion of NZIFF 2023.

GENERAL SKILLS REQUIRED FOR ALL TRUST STAFF / TE TŪĀPAPA

Business Management

- Maintain a clean and tidy environment (offices and kitchen)
- 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

Teamwork

- Provide effective cooperation, support and assistance to other staff

- Participate actively in staff meetings and decision making
- Share information, ideas and resources with other staff

Relationships

- Build effective working relationships with key internal and external personnel
- Take account of cultural sensitivities and needs
- Represent NZIFF as required presenting a professional and positive image of the organisation
- Respond effectively to requests for information
- Ensure service delivery meets or exceeds reasonable customer expectations

Self-Management and Organisation

- Be prepared to learn on the job
- Plan and manage own workload and work effectively without supervision
- Prioritise tasks and manage time and resources to ensure deadlines are met
- Maintain accessible documentation
- Participate in relevant training programmes

KEY RELATIONSHIPS FOR THE HEAD OF COMMUNICATIONS & MARKETING / NGĀ PIRINGA

- NZIFF staff, contractors, programmers and office volunteers
- Media and key influencers
- NZIFF venue staff
- Cultural agencies of local, New Zealand and international governments
- Community groups (sporting, cultural, ethnic etc.)
- Business contacts
- Film distributors
- Filmmakers and guests
- Guest host organisations

HEALTH AND SAFETY / HAUORA ME TE HAUMARU

NZFFT takes its health and safety responsibilities seriously. Everyone carrying out work in any capacity for NZFFT (paid or voluntary) has responsibilities for their own health and safety as well as the health and safety of others:

- Familiarity with the evacuation procedure in the office.
- Understanding and awareness of any risks or hazards and how these risks or hazards are to be managed.
- Timely update of the risk register with any new identified risks or hazards at the office.
- Taking reasonable care for your own health and safety and alerting others to any new identified risks and hazards.
- Taking care that your acts and omissions do not adversely affect the health and safety of others.
- Complying with any reasonable instructions.
- Cooperating with reasonable policies or procedures from NZFFT relating to Health and Safety.

HOURS / NGĀ HAORA

The employee will generally work for 40 hours each week on Monday to Friday 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 may also be required to work additional hours which are reasonably required to fulfil the duties and responsibilities of the position.

A commitment to work longer and different hours, including some weekend work is required during the NZIFF season in Auckland and Wellington.

Social media monitoring will be shared with the Social Media Coordinator, Communications Assistants/Coordinators and Online Marketing and Communications Coordinator during busy periods.

Time-off-in-lieu is available for these additional hours required at less busy times.