



POSITION DESCRIPTION

Position: Publicist
Reporting to: Marketing & Development Director

Background

The Auckland Arts Festival is Auckland's premier festival of New Zealand and international arts. Presented biennially, the globally recognised event celebrates people and culture, and showcases the cultural diversity and vibrant energy of New Zealand's largest city.

Since the inaugural event in 2003, Auckland Arts Festival has welcomed more than a million attendees. For 19 days in March (4 – 22), Auckland Arts Festival 2015 will present a dazzling array of events by some of the country's and world's most innovative artists and performers.

Description

The principal objectives of this role are to manage the public relations and maximize positive publicity for Auckland Arts Festival 2015.

Term

This is a fixed-term position from late July 2014 to 10 April 2015. A part time arrangement could be considered for some time of the term.

Required skills and experience

- Senior experience in publicity, with arts/entertainment background essential
- Excellent interpersonal, written and oral communication skills
- Demonstrated project and time management skills
- High level of computer literacy
- Ability to manage a varied workload with minimal or no supervision and to deadlines
- Knowledge of the performing and visual arts
- Excellent media relationships.

Key Relationships

- Marketing & Development Director
- Chief Executive
- Artistic Director
- Publicity Assistant (and interns if appointed)
- Marketing Manager and other marketing staff
- Media
- Artists/producers/presenters
- Auckland Festival staff

RESPONSIBILITIES

The Publicist will work with the Marketing & Development Director to develop a public relations and publicity plan and will then implement a programme of communications to effectively represent the Festival organisation. The plan shall cover the period from late-July through to the end of the Festival in March 2015, and must include the following key areas:

- Overall communications objectives and strategy
- Critical path
- Identification of key media
- Identification of key audiences
- A detailed media relations programme, setting out proposed schedule of coverage for all key print, broadcast and on-line media vehicles, together with related deadlines

- Additional publicity initiatives for specific Festival events and for the Festival as a whole.

Public Relations

- Ensure that maximum positive media and public attention is attracted and developed for the Festival as a whole and for each event comprising the 2015 Festival
- Work with the Marketing & Development Director and other members of the Festival Marketing Team on all areas of written communications, media and public relations
- Ensure media relationships are established and media partner contracts are adhered to
- Develop internal public relations guidelines on how Festival staff represent the Festival
- Ensure only the appropriate spokesperson represents the Festival to the media and public:
- The spokesperson on points of policy, funding, sponsorship and finance for the Festival is the Chief Executive or Chair
 - On artistic matters, wherever possible, the spokesperson is to be the Artistic Director, and if not available shall be the Chief Executive, or Marketing & Development Director, in that order of preference
 - If it is required for the Publicist to act as a direct spokesperson, or be publicly quoted in the media it should be in consultation with the Marketing & Development Director
- Manage other potential PR programmes, i.e. Festival Ambassadors' programme, 'Festival TV' (creation of online video content) etc.
- Devise a crisis response strategy and advise on and manage as required any issues of risk or damage control that may arise.
- Develop public relations and media responses to other general matters relating to the Auckland Festival Trust if required.

Publicity

- Take responsibility for all communication, media, public relations and publicity, both nationally and internationally, for all events in the 2015 Auckland Arts Festival
- Manage the Publicity team
- Write and distribute media material, including images, information and any other content to national and international media across all media genres, including maximizing the Festival's presence on all identified on-line media channels
- Prepare the schedule of interviews and media calls for Festival artists
- Facilitate, coordinate and attend as required all interviews, media calls and photo shoots
- Ensure all media material is signed off by the Marketing & Development Director after review from Chief Executive and/or Artistic Director
- Ensure deadlines are met across all media for stories/coverage
- Assist in the research and preparation of copy for specific publications including Festival programme, brochures, proposals, reports, newsletters and other correspondence as required.
- Generate media coverage and manage distribution of media ticket giveaways
- Allocate media complimentary reviewer tickets as agreed
- Use POSE scheduling software to manage all public relations and publicity requirements
- Work with the Marketing & Development Director and other members of the marketing team on all areas of online publicity and social media
- Arrange and manage the clipping services.

General & Reporting

- Manage the Publicity Assistant and interns (if any) in line with Festival policies and procedures
- Attend meetings when required and provide Marketing & Development Director, Chief Executive and Artistic Director with regular briefings on media plans
- Write a monthly report for the Marketing & Development Director for Festival Board meeting reports
- Maintain the Festival media archive
- Provide a full post-Festival publicity report
- Other duties as required.

Applications

Applications should be emailed to shona.roberts@aaf.co.nz or mailed to Auckland Festival Trust, PO Box 5419 Wellesley Street Auckland 1141 by **Monday 16 June 2014**.