

## COMMUNICATIONS, MARKETING AND MEDIA ASSISTANT

### JOB DESCRIPTION

Role			
<b>Position</b>	COMMUNICATIONS, MARKETING AND MEDIA ASSISTANT	<b>Reports To</b>	Director
<b>Team</b>		<b>Remuneration</b>	Dependant on experience
<b>Employment Status</b>	Part-time Permanent contract (22.5 hours pw)		
Role Purpose			
<p>To establish and maintain strong, long-term and working relationship with public, and (online and printed) media to increase the visibility and the promotion of Artspace NZ and all its activities, including developing existing, and connecting to new, audiences.</p>			
Key Responsibility Areas			
<p><b>Communications</b>                      Implementation and execution of an overall annual communications plan set out by the Director                      Perform public presentations, digitally and in person                      Work with the team to deliver media releases, coordinate press interviews, respond to inquires and build press kits                      Work with curatorial team and designer to generate exhibition signage and supporting material</p> <p><b>Digital Content</b>                      Ensure website functionality and content is up to date and accurate                      Develop and manage the production of digital content to be shared online                      Build subscribers and follower numbers to Artspace digital platforms including email newsletter, and social media channels</p> <p><b>Marketing</b>                      Plan and implement (paid) advertising strategies                      Manage all promotional material generated by Artspace                      Liaise with designers and printers and distributors                      Coordinate and deliver small project campaigns and including planning, coordination and management of budgets and preparation of promotional material</p> <p><b>Sponsorship and Fundraising</b>                      Assist in communicating with members and organisers of the ARTSPACE Benefactor Programme+                      Assist in generating sponsorship applications and reports                      Liaise with existing sponsors where appropriate                      Provide content to assist with grant writing and generating reports                      Maintain reporting processes for engagement statistics, audience feedback and media coverage</p> <p><b>Archiving / Documentation</b>                      Ensuring the programme is appropriately documented and archived                      Maintain media and documentation files and databases                      Oversee the accession process of material for the Artspace Archive                      Maintain relationships with photographers, documenting Artspace's activities</p>			

<b>Organisational</b>	
Be a key point of contact for visitors, artists and volunteers at Artspace	
<b>Relationships</b>	
<b>Internal</b>	Fellow employees Volunteers and contractors where appropriate Board of governors
<b>External</b>	Media representatives Exhibiting artists Visitors to the gallery Visual arts community Wider cultural sector Patrons Sponsors Designers Publishers Photographers Auckland Art Gallery Librarians (Archive)
<b>Manages</b>	Supervises contract photographer and web developer and designers
<b>Skills &amp; Competencies</b>	
<b>Technical</b>	Proficient with website content management, and computer software such as Photoshop, InDesign and basic video editing software Familiar and confident with social media and online communications A skilled writer and media savvy Advisable proofreading skills
<b>Behavioural</b>	An excellent communicator Excellent interpersonal skills Creative problem solver A passion for developing audience for contemporary art Efficient and accurate Able to work independently and effectively within a small team
<b>Experience</b>	
<b>Essential</b>	Experience in promotion and communications especially digital An awareness of the contemporary arts scene in NZ You will have a desire and ability to interact with a wide range of people You will have an analytical and collaborative approach You will proactively build networks and positive working relationships with key stakeholders Identify and act on opportunities to partner with stakeholders and other parties to champion initiatives that achieve positive outcomes for the organisation Demonstrate an understanding of the key concepts embodied within the Treaty of Waitangi
<b>Desirable</b>	An understanding of te reo Māori Report writing expertise Experience in the non-profit cultural sector Experience in publishing