



The Performing Arts Network of New Zealand (PANNZ Inc)

Application PD:

Marketing and Audience Development Manager

Marketing & Audience Development Manager Attributes

- Visionary and passionate strategic thinker who can develop a plan and deliver it.
- Consultative, inclusive and team approach
- Industry based – needs to be able to see beyond the confines of the performing arts for inspiration / ideas / thinking
- Sees no barriers
- Delivers collateral that is contemporary and exciting
- A Digital Native - new media is a part of their daily lives and personality. They are a content generator by nature.
- Someone who can see a work and completely bring that to life across all marketing platforms
- Someone who can link us to strategic events and networks, who can see opportunities for us to promote ourselves in the sector
- Someone who can draw out the artistic vision from our stakeholders and communicate that thinking in a compelling and intelligent manner
- Confident working a room and putting people at ease
- Great presentation skills / public speaking abilities

Key Skills

- Content generation - tells story across range of platforms
- Tech savvy - up with the latest trends and technologies
- Team player - builds things up and contributes ideas
- Self-reflective and autonomous - ability to review own performance and identify areas for improvement
- Adaptable - able to move with shifting priorities and projects
- Resilient - maintains a calm demeanour in times of stress and tight deadlines
- Analytical - naturally curious about market trends and insights. Actively seeks market information and measures impact of campaign to assess value and develop future plans / strategies.
- Innovative - thinks outside the box
- Numerical / Financial skills - great at data analysis, statistics and budget management.
- IT literate (graphic design)
- CRM literate
- Web literate
- Video literate
- Photography literate

Position Description

Role: **Marketing and Audience Development Manager**

Description: This role will see you play an integral role within PANNZ. As part of a small entrepreneurial team you will manage the audience development strategy, and marketing and communication processes

associated with the running of our business. This is a hands-on role that requires attention to detail, and the ability to self-manage.

Coming up with great ideas, telling the story of shows, which are presented by Tour-Makers and works we tour across a range of media platforms – print and online.

You will be responsible for planning and coordinating graphic design, audience development, web design, video generation, digital content creation, events, media distribution and fundraising projects.

You will be responsible for developing strong and productive relationships with venue managers and marketing teams across the country, to increase capability and training where necessary.

The role encompasses a variety of activity for PANNZ, including the primary activity of Tour-Makers (show marketing and audience development), as well as PANNZ communications, Evolving the marketing strategy and any PANNZ requirements related to marketing. In the first year of the role, the PANNZ Marketing and Audience Development Manager will monitor the activities of the Arts Market Marketing Manager. The role of Arts Market Marketing Manager is appointed through to close of PANNZ Arts Market 2020 and reports to the Executive Director until conclusion of contract in April 2020). It is envisioned the role will oversee and manage the marketing of the annual Arts Market from 2021, with marketing support, to the NZ Performing Arts industry.

You will be able to prioritise in an environment of shifting goals and tight deadlines, doing so with a calm and professional demeanour, with a “can-do” attitude at all times.

Role Purpose: To manage the communication of PANNZ strategic purpose, values and mission to a wide range of audiences and stakeholders. To lead the development and implementation of an innovative, flexible and agile marketing and communications strategy that makes excellent use of resources, connections and partnerships available to PANNZ. To manage and guide PANNZ Market brands and voice.

Using a detailed understanding of audiences, work to increase audience size, engagement and transactions across the range of productions toured by Tour -Makers, adding value to both Producers and Presenters who engage with PANNZ. To be a champion of audience development for Tour-Makers, working to provide a wide range of support, guidance and advice to encourage innovative and effective marketing and audience development campaigns across Tour-Makers productions. To work closely with the Executive Producer, and Executive Director to ensure that Tour-Makers projects are communicated effectively in tone and style that is consistent with the PANNZ strategic purpose .

Reports to: Executive Producer (Tour-Makers) and Executive Director (PANNZ)

Direct Reports: Management of audience development, marketing and publicity contractors as required.

Liaison a with Key Stakeholders.

Key Performance Areas	Activities	Measures of Success
Brand Management and Communications	Develop and manage campaign plans in collaboration with the Executive Producer	<p>The PANNZ, website is cutting edge, up to date, innovative and informative.</p> <p>Tour-Makers is at the forefront of marketing technology and methodology.</p> <p>The Tour-Makers Brand engages with NZ audiences and presenters.</p>
	Oversee design and distribution of all marketing collaterals, including advertising, web, print, media, digital and video.	
	Work with publicist to engage media across all performance seasons.	
	Manage, eDM and DMS, social media platforms and other comms to public and stakeholders which relate to show and audience development activity.	Collateral look and feel communicates high quality, world class and brings the heart of Tour-Makers to life.
	Compile detailed reports on campaign impacts.	<p>Content is intelligent, compelling and informative.</p> <p>Campaigns are delivered on time.</p>
	Coordinate special events	Special events create a “money can’t buy experience” for existing and potential champions, patrons, donors and sponsors.

	<p>Manage budgets related to marketing and audience development costs in collaboration with the General Manager.</p> <p>Develop information packs/toolkits in relation to Tour-Makers activity</p>	<p>Marketing costs remain within agreed budget.</p> <p>Venues and champions have The Tools they need, in order to Sell/assist in promoting Tour-Maker shows.</p>
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<p>Audience Development</p> <p>In collaboration with the Executive Director and the Executive Producer</p>	<p>Manager and segment audience databases, including use of the Culture Segements.</p>	<p>Tour-Makers and Presenters know their target audiences intimately and are skilled at engaging and re-engaging them across seasons.</p> <p>Team has easy access to audience and marketing data.</p>
	<p>National Audience Development Strategy is implemented and measured.</p>	<p>National audiences grow. Box Office revenues grow.</p>
	<p>Set up a clear and consistent framework and templates that are easy for venues to utilise for streamlined work and common best practice standards.</p> <p>Develop measurable case studies that can inform future developments and also be used by Creative New Zealand and PANNZ across other programmes.</p> <p>Be a champion of Audience development, working with internal and external stakeholder to develop and manage audience development projects.</p> <p>Work closely with ticketing staff at venues to ensure accurate data is being captured at point of sale.</p>	<p>A 'toolkit' is maintained and developed that all participating venues are able to contribute to and becomes the 'standard' for best practice audience development in a New Zealand venue presenting New Zealand work.</p> <p>Retain toolkit, resources, insights and case studies in a central repository (possibly a private area of the Tour-Makers website) accessible to all venues who take part, and as an immediate resource for new venues or staff.</p> <p>Measure and track outcomes, utilising available insights and analytics and create a common report model for venues.</p> <p>Provide insight and feedback to relevant Tour -Makers staff and stakeholders where required.</p> <p>Manage the Tour-Makers audience and hirer feedback surveys.</p>

Tour/Show Marketing	Delivery of marketing of the PANNZ Touring Agency selected touring shows.	Coordination of materials is accurately gathered, collated and delivered in a timely manner, meeting deadlines .
	Collection of databases from venues.	In collaboration with the Administrator - Post show, venues are contacted for database collection.
	Relationships with key media are fostered and developed. Develop strategic partnerships and alliances with appropriate media and marketing contacts to further Tour Makers goals	Media deals in each regions' marketing budgets are Covered/savings made through good deals.
	Manage and engage in-kind sponsors for marketing related costs in line with the strategy developed.	An increasing level of marketing budget is covered through in-kind sponsorship Relationships are developed with Patrons and Donors.

Online and Digital Content	Manage the PANNZ, Tour-Makers and Arts Market brand across all online and digital platforms, including but not limited to website and social media accounts.	Content is updated and there is consistent posting on social media sites.
	Develop an online and digital strategy that positions: Tour-Makers as the leading body for touring theatre, theatre, music and dance in NZ, giving audiences the opportunity to develop and deepen their engagement with works presented by Tour-Makers PANNZ Arts Market as the industry hub for up-to-date information on contemporary New Zealand performing arts.	Audiences are engaged, expressed through surveys and engagement on Tour-Makers social media channels.
	Develop and database structure and tools for the organization.	Databases are maintained, regularly updated and are easy for the team to use.

Contribution to PANNZ	Be enthusiastic, receptive, approachable, and contributes to a healthy working environment	Contributes to an environment of mutual respect. Likeable, naturally positive and a pleasure to be around.
	Build great relationships with colleagues and suppliers by: 1. Taking the initiative and reacting positively to feedback and changes. 2. Dealing with people and issues honestly /openly.	Calm, positive and constructive in the face of resistance or setbacks. Openly supports and drives best practice.
	Demonstrates great instincts and a passion for excellence.	Contributes to a highly effective and cohesive team.

Strategic Communications	Prepare and implement medium and short term business plans for marketing that support the strategic plan of the organisation, developing a multi-channel marketing strategy ensuring consistency of brand across all channels.	Plans are easily implemented and Stakeholders feel they understand the aims and objectives of PANNZ, Tour-Makers, and the Arts Market.
	Manage the positioning of the PANNZ, Tour-Makers and Arts Market brand in line with the agreed brand values.	The Tour-Makers brand is on all materials.
	Ensure companies toured by Tour Makers are supported through advice and guidance, making use of available data including pricing strategies and marketing and publicity opportunities.	Presenters and Producer surveys provide positive feedback.

Schedule 2 Contractor Hours

The parties agree that the hours required by the Contractor to complete the Services are as follows:

Equivalent full-time to achieve the outcomes.