



TE POU THEATRE
KAIWHAKATAIRANGA / MARKETING & COMMUNICATIONS
JOB DESCRIPTION OCT 2023

ABOUT: Te Pou Theatre is a kaupapa Māori Performing Arts venue for all and a prolific presenter of Māori theatre in Auckland. We believe in the mana enhancing power of storytelling, the importance of community spaces where everyone can connect with te ao māori and the importance of having Māori stories on our stages. We provide an accessible theatre venue for all, an annual programme of Māori theatre works and opportunities for development in the performing arts. See our website here: tepoutheatre.nz

The Offer - Kaiwhakatairanga mahi

We are offering full time or potential part-time/job share employment (minimum 20 hours per week), depending on the candidate.

We are a warm and committed team who values whānau, hauora, learning and meaningful mahi. We offer mentoring in areas of development, a collaborative working environment and are committed to the health and wellbeing of our kaimahi. We're keen to chat to people who are passionate about communications, audience development and contemporary Māori performing arts and open to growing into this role.

Type: Fulltime, permanent employment position (negotiable)

Salary: \$65,000 - \$70,000 p.a. depending on experience (Pro-rata for part-time employment)

Please note: Due to the nature of theatrical work, some evening and weekend work may be required.

The Mahi

The Kaiwhakatairanga mahi will be engaging and varied including marketing, sales, design, website, communications and audience development. The role will work across the whole team, from productions to fundraising, helping to communicate and promote Te Pou Theatre and all the mahi we do.

The Kaiwhakatairanga role will need someone who is a clear and compassionate communicator, who thinks outside the box and is inspired by contemporary Māori performing arts.

The mahi will include:

- Marketing and advertising shows with Te Pou Theatre with a focus on growing our audiences and exceeding box office targets
- Communications with our venue hirers, audiences and community groups
- Kaimanaaki for hirers and community to Te Pou Theatre
- Managing content across all channels including Website (wordpress), social media and print
- Overseeing marketing campaigns including the design of Te Pou communications with graphic design work required
- Working with the kaihautū to deliver our marketing and communications strategy 'Te Karanga'
- Ticketing oversight with Patronbase
- Provide support across our team as needed.

Ideally the Kaiwhakatairanga will bring:

- Competency with reo Māori and an understanding of tikanga Māori
- Strong communication, relationship management and interpersonal skills
- Previous experience in promoting and communicating events
- Experience with marketing content creation, graphic design, social media, Mailchimp, Adobe Creative Suite, Microsoft Office. We also use PatronBase CRM and will provide training.

- Experience using social media and digital platforms to promote events, including Meta analytics and Google Analytics
- Experience with working to tight deadlines and quick turnarounds.
- Initiative and self motivation, and enthusiasm to the mahi.

Kaiwhakatairanga | Marketing and Communications

Reports to: Poutoko Whānau

Key relationships: Internal: Poutoko Hinengaro
Fundraising Kaimahi
Producers
Ticketing and FOH Manager

External: Te Pou Theatre audiences and community
Venue hirers
Artists
Marketing contractors (ie. publicists, designers, photographers)
Donors/Partners

Role Purpose: Responsible for the development, management and operation of innovative marketing and communications in line with Te Pou Theatre’s strategy and goals. The role manages communications across all channels, ensuring consistency of the Te Pou Theatre brand. The role creates dynamic content for all Te Pou activities (shows, workshops and fundraising), and will be responsible for using PatronBase, Mailchimp, Adobe design suite or Canva to book and promote productions for Te Pou and Hirers.

Key Result Area	Accountabilities
Marketing & Brand	<ul style="list-style-type: none"> ● Shared responsibility with Poutoko Whānau for delivering to Marketing Strategy “Te Karanga” ● Responsible for developing and implementing marketing and communication plans across all platforms and channels (website, social media, edm) for all programmes and events at Te Pou Theatre ● Responsible for ensuring the Te Pou Brand is clearly positioned ● Responsibility for Te Pou Theatre overall communications development and planning
Content Creation	<ul style="list-style-type: none"> ● Responsible for content creation for marketing Te Pou productions working alongside Te Pou producers and Poutoko Whānau ● Responsible for content creation to support fundraising activities working alongside Poutoko Hinengaro and the Fundraising Kaimahi ● Responsible for managing PatronBase marketing and CRM module; overseeing ticketing builds, working alongside Ticketing Coordinator, producers and venue hirers to support effective audience engagement across all productions held at Te Pou

Website	<ul style="list-style-type: none"> ● Responsible for creating, editing and publishing content to create engagement and loyalty ● Day-to-day maintenance of to ensure content is current, accurate and relevant ● Responsible for maximising Search Engine Marketing to achieve fundraising/marketing objectives including Google Adwords ● Shared responsibility with Fundraising Kaimahi for responding to donations and sign ups on the website
Financial	<ul style="list-style-type: none"> ● Manage and update the marketing and communications budget as necessary, including campaigns for Te Pou Theatre whakaari ● Follow all financial processes within company time frames and other budget requirements
Reporting	<ul style="list-style-type: none"> ● Responsible for monitoring and reporting levels of engagement on different social media sites, collating statistics and reporting on social media activity ● Responsible for reporting on website traffic and engagements ● Responsible for generating reports using PatronBase reporting module to ensure ongoing audience engagement and growth ● Responsible for creating and sending post show surveys to audiences, and analysing results ● Maintain and circulate reports analysing effectiveness of marketing campaigns ● Contribute to annual stakeholder acquittals, statistical reporting, annual reports and business plans
Strategy - including supporting Fundraising Campaigns	<ul style="list-style-type: none"> ● Work closely with the Poutoko to develop and deliver strategies to increase audiences, brand profile and reach Box Office targets ● Work with Fundraising Kaimahi to develop content for digital fundraising campaigns to maximise participation and fundraising. This includes creating and managing the production of digital fundraising campaigns including material (artwork, copy, landing pages etc) ● Work with the team to implement sponsorship and promotional benefits and activations as needed
Kaimanaaki	<ul style="list-style-type: none"> ● In line with Te Pou Theatre strategy, supporting activities and programmes from our hirers ● Responsible for arranging welcoming hirers to Te Pou ● Responsible for promoting Te Pou as a venue to potential hires

Person Specification

Qualifications

- Competency with reo Māori is ideal
- Tertiary level qualification in a related field e.g. communications, digital marketing/marketing ideal

Experience

- **Essential**
 - Experience in digital communications and marketing
 - Proven experience with relational database (CRM)
 - Proven experience writing content for website and social media
 - Familiar with Website CMS, Google AdWords, Google Analytics and SEO
 - Good working knowledge of digital trends and the social media landscape
 - Experience in graphics and design is an advantage
 - Experience working in the performing arts (desirable)

Skills and Personal Attributes

- Outcome Focus
 - Gets the big picture
 - Excellent project management skills
 - Good organisational and administrative skills
 - Attention to detail
- Team Player:
 - Communicates openly
 - Respects different viewpoints
 - Relates well to all sorts of people
 - Ability to work collaboratively across the organisation
 - Feels comfortable asking for help
- Manuhiri Focus:
 - Prepared to go the extra mile
 - Donor-centric
 - Professional in presentation and communications
- Adaptable:
 - Quick and eager to learn
 - Enjoys new challenges
- Creative:
 - Strong writing and communications skills
 - Create compelling content
 - Thinks outside the box
 - Uses social media to increase engagement and find supporters
- Resilient:
 - Takes personal responsibility for making things happen
 - Positive attitude
 - Keeps persisting despite setbacks and barriers
 - Is enthusiastic
 - Has a positive attitude

TE POU THEATRE

Our Wawata

Is that tikanga Māori led performing arts transforms the theatre sector in Aotearoa and the world, leading to mana enhancing experiences for all

Our Kaupapa

Is to provide mana enhancing experiences through tikanga Māori led, collective approaches to performing arts.

Our Whāinga

- To create and sustain a programme of storytelling
- To create and sustain a Māori led performing arts venue
- To build capability among young people
- To support and encourage the growth and development of the Auckland Māori performing arts sector
- To support and encourage an inclusive performing arts sector
- To increase Māori community engagement with the performing arts
- To increase diverse community engagement with the performing arts
- To support the reclamation and revitalisation of Te Reo Māori through the performing arts
- To increase awareness of a kaupapa Māori framework for arts management.

Our Values

Manaakitanga

Encouraging people's mana is at the core of everything we do – from welcoming and caring for our guests and partners, to identifying ways we can support, offer guidance, up skill and learn from others

Courageous Ingenuity

We take a leadership role, with others, to grow and strengthen the wider sector. As part of this we know there are times we need to question accepted norms, and take measured risk and take an entrepreneurial approach to continually adding value. In everything we are focused on being clear about the kaupapa, the 'WHY' of what we do

Whanaungantaga

We actively encourage and promote the connections and collective values of whānau within all our relationships. We create a safe environment where people can be free to explore and develop their art.

Doing it right

We are professional and make sure we use the right systems, and that we plan, prioritise – and stop when we need to.

Keep it light

We take time, make time, find time to stay connected to ngā puna and ngā tangata which feed us – and remind others who we work with how important this is

Tohungatanga

We aspire for the highest quality in everything we do, and value the expertise of people within and without our organisation

Āhurutanga

We draw on ngā tikanga o te haukāinga to be a safe haven for ngā toi Māori arts practitioners, and all communities to feel included and welcomed to our Whare.