

TeTuhi

Position description

Title:	Communications Manager
Responsible to:	Executive Director
Responsible for:	Front of House staff
Hours:	Full-time, 40 hours p/w (part-time and flexible working arrangements can be considered)
Contract:	Permanent
Location:	Te Tuhi, 13 Reeves Road, Pakuranga, Tāmaki Makaurau Auckland
Salary Range:	Up to \$75,000 per annum depending on experience

About the role

The Communications Manager will be responsible for all aspects of planning, developing, delivering and evaluating strategic communications and digital activities for Te Tuhi. Working closely with the Executive Director and the Programme Manager, the Communications Manager will help Te Tuhi realise its strategic goals, raising the profile of the gallery and attracting in-person visitors.

The postholder will communicate Te Tuhi's core values, programme and commercial offerings to existing and new audiences on a local, national and international level, as well as to key stakeholders. The role incorporates the full range of communication channels, including the organisation's own web, social media and print outcomes as well as those of our media partners, publicists and press.

The role presents an opportunity for a dynamic and highly organised communications professional to strengthen their portfolio through the holistic management of all the communications outcomes of one of Aotearoa New Zealand's foremost contemporary art spaces. The postholder will exercise a high level of autonomy over their work and enjoy working in an innovative and collaborative environment.

To apply

Please email a CV and cover letter as a single PDF file with your name in the title to recruitment@tetuhi.art by **9am, Tuesday 7 September 2021**. Applications submitted through recruitment websites will not be considered. In your PDF application, please outline how your skills and experience meet the requirements of the position description and how your experience will support your success in this role. You may also provide a communications portfolio to demonstrate relevant previous work.

All applicants will be notified about the status of their application. Remuneration for this role will be negotiated depending on the qualifications, expertise and experience of the applicant.

Interviews will be held on Friday 17 September 2021.

Applicants must have the legal right to work in Aotearoa New Zealand. If you would like to

discuss the role prior to making an application, please contact Executive Director Hiraani Himona at hiraani@tetuhi.art.

Te Tuhi is an Equal Employment Opportunities (EEO) employer. We are committed to Te Tiriti o Waitangi and to equity.

About Te Tuhi

Opened in 1974, Te Tuhi is one of Aotearoa New Zealand's foremost contemporary art spaces and a leader in supporting experimental practice. Te Tuhi is committed to contemporary art that is locally engaged, regionally responsive and internationally ambitious, with a strong awareness of social, political and environmental issues. The gallery's emphasis is on presenting new work by Aotearoa and international artists. Our exhibitions are free and open to all.

Te Tuhi is an independent charitable trust, receiving approximately 45% of its funding from Auckland Council and proactively raising the remaining funds from grants, donations and commercial activities.

Te Tuhi serves a vibrant and diverse community with annual visitation upwards of 150,000. Alongside the exhibition programme, Te Tuhi offers participation and engagement programmes, providing a range of experiences for schools, local residents and community groups.

Te Tuhi also hosts many independent groups and classes, attracting audiences of all ages, and accommodates private functions in a thriving venue hire business.

Role description and responsibilities

Strategy, management and planning

- Contribute to Te Tuhi's strategic planning and review.
- Devise and lead on the implementation of Te Tuhi's communications and digital strategies, as well as its audience development plan.
- Plan and manage communications and audience development campaigns to raise the profile of Te Tuhi across all its programmes to existing and new audiences.
- Take part in programming discussions and input opinion from a communications perspective that considers the public, established audiences related to particular programming and key stakeholders.
- Keep abreast of current trends and professional developments in communications and the arts industry.
- Ensure compliance with relevant legislation including data protection and copyright, including keeping licences up to date.

Marketing

- Manage the writing, editing, production and distribution of all marketing materials, including signage, season brochures, exhibition guides, programme notes, printed material for outreach, posters and advertising.
- Maintain Te Tuhi's brand through the use and development of style guides across all communications channels, including the organisation's own platforms and outcomes, and those of external partners.
- Act as a knowledge holder for the brand and strategic goals of Te Tuhi, ensuring other staff are supported to uphold these in their work.
- Oversee the distribution of marketing material around the local area.
- Maximise the potential for marketing throughout the public-facing areas of the building in terms of print and internal and external signage.
- Manage suppliers and maintain good relationships with contractors and partners to ensure delivery to deadlines, within budget and to the appropriate quality.

Media

- Manage and oversee effective and imaginative campaigns in support of Te Tuhi's activities, making full use of a wide range of media including print, broadcast and digital.
- Oversee free and paid listings websites and publications.
- Research major events and cultural news to find opportunities to profile Te Tuhi's relationship with the broader arts and cultural ecology.
- Handle media enquiries in a timely and professional manner, delivering accurate and

engaging information, copy and images as appropriate.

- Establish and maintain good relationships with relevant media contacts at local, regional, national and international level across all media to maintain and enhance the profile of Te Tuhi.
- Work closely with the programme team to write and edit press releases before overseeing their distribution to key media contacts.
- Support the curatorial team with the editing and production of publications.
- Oversee the maintenance of appropriate archives, including internal assets and external media coverage.

Digital

- Develop and oversee the delivery of Te Tuhi's digital strategy including the website, digital archive, digital content management, e-marketing and social media.
- Devise digital campaigns around the exhibitions, public programme and education programme, developing social media content and scheduling to ensure the most effective and diverse presentation of Te Tuhi's activities.
- Keep abreast of social media and digital developments to ensure Te Tuhi's social and digital media activity is effective and meaningful.
- Write and edit website content, e-newsletters and additional copy and editorial on request.
- Layout and schedule e-newsletters.
- Drive Te Tuhi's online activity to ensure maximum accessibility, including reviewing, collating, editing and updating content on the website.
- Plan and deliver documentation of live events, including timely sharing of audio and visual material in the most effective form for all audiences.
- Troubleshoot website issues in collaboration with website developers.

Data capture and analysis

- Ensure that Te Tuhi captures visitor and participant data and feedback for internal and external monitoring, evaluation and reporting purposes.
- Work with the Executive Director to review and analyse visitor data and feedback and agree on and implement appropriate actions.
- Monitor and evaluate the effectiveness of promotional campaigns via Google Analytics, Facebook Business Manager, social media insights and other online tools in order to inform future strategy.

Stakeholder management/reporting/fundraising

- Produce reports for board, funders and other key stakeholders on Te Tuhi activities.

- Produce and source compelling content for fundraising purposes, including copy, images and external endorsements.
- Maintain and develop Te Tuhi's databases.

Finance and administration

- Exercise sole responsibility for the financial management of the marketing and communications budgets, authorising expenditure, monitoring and reporting on budgets and taking action to deal with variances identified.

Health and Safety

- Ensure compliance with the provisions of the Health and Safety at Work Act 2015, and all applicable regulations, Codes of Practice, standards and guidelines.
- Observe all the occupational safety and health policies, procedures and rules that are pertinent to the duties carried out within this position and in all operational areas of the institution.
- Promptly and accurately report and record any workplace injuries and incidents.

General

- Act in accordance with Te Tuhi's employment, Health and Safety, safeguarding, equal opportunities and other tikanga, practices, policies and procedures.
- Take responsibility for personal administration. Devise and implement appropriate processes and procedures to achieve agreed objectives.
- Effectively delegate communications-related tasks to other staff members where it is aligned with their responsibilities.
- Attend staff meetings, report on relevant areas of work and disseminate information as required.
- Maintain a commitment to training and professional development.
- Be an advocate for and an effective representative of Te Tuhi at public events and at external professional events.
- Have the flexibility to work evenings and weekends on occasion, for which TOIL (time off in lieu) will be given.
- Act as a keyholder as appropriate and required.
- Undertake other duties as may be reasonably required.

Person specification

Knowledge and experience

An in-depth knowledge of contemporary art	Essential
Experience with delivering the responsibilities required of this position, including developing and delivering content for press, social media, digital marketing and more	Essential
Knowledge of the fundamentals of good plain English writing, including structure, style and grammar	Essential
Experience managing your own time and outcomes	Essential
Experience working in a gallery or other cultural organisation	Desirable

Role-specific competencies

An ability to talk about contemporary art accessibly and with conviction with a wide range of groups	Essential
Ability to represent Te Tuhi both nationally and internationally	Essential
A commitment to broadening and deepening audiences' engagement with contemporary art	Essential
An interest in audience development in the cultural sector, including a commitment to widening access	Essential
Ability to plan and monitor budgets using spreadsheets	Essential
Ability to communicate ideas and information clearly to a range of stakeholders and people on all levels, in writing as well as verbally	Essential

General competencies

An interest contemporary art and the work of Te Tuhi	Essential
A sound understanding of the Treaty of Waitangi, commitment to promote te reo Māori and provide opportunities for Māori development	Essential
A commitment to prioritising diversity and inclusion across all aspects of Te Tuhi's activities	Essential
Highly organised with the ability to implement good operational systems and to plan, organise, schedule and budget in an efficient, productive manner	Essential
Highly efficient with an ability to produce significant output with minimal wasted effort	Essential
Demonstrates honesty and integrity, earning trust and maintaining confidence	Essential
Follows through on commitments, lives up to verbal and written agreements	Essential
Demonstrates ability to quickly and proficiently understand and absorb new information	Essential
Exceptional attention to detail	Essential
Proactive and persistent, bringing new ideas to the gallery, and demonstrating tenacity and willingness to go the distance	Essential

Flexible and adaptable, able to adjust quickly to changing priorities and cope with complexity and change	Essential
Enthusiastic, with a can-do attitude	Essential
Hardworking, with high standards of personal performance	Essential
Works well in a team, establishes collaborative working relationships	Essential