

Job Description

Marketing Executive



Title and Reporting Relationship

Position title	Marketing Executive
Reports to	Director of Marketing
Date of update	July 2025
Date for review	July 2026

Purpose of Role

Working as part of the Auckland Philharmonia Marketing team and under the direction of the Director of Marketing the Marketing Executive position predominantly focuses on the following areas:

1. Development of creative content that promotes the Auckland Philharmonia, its events, activities and people to ensure it is accurate, engaging and effective to relevant audiences and stakeholders.
2. Managing the development and delivery of key Auckland Philharmonia publications eg L&P brochure, concert programmes within designated budgets and timelines, and other materials as required across the organisation.

Role Dimensions

Full time	37.5 hours per week
Number of direct reports	N/A
Number of indirect reports	N/A
Budget accountability	Work within Auckland Philharmonia delegated financial authority.

Technical Specifications

Location:	Auckland
Team:	Marketing
Working relationships:	CEO Administration Heads of Department (“HOD”) Management & Administration Staff External Agencies, media, suppliers, sponsors, donors Auckland Philharmonia Players Music Director

Terms and conditions of employment: Refer individual employment agreement

Position accountabilities/Key Functions

EVENT MARKETING & PROMOTIONS

The Auckland Philharmonia presents around 65 events each year therefore event promotion is a key aspect of this role and includes:

1. Collaborate with team in development and implementation of time-lined and budgeted marketing campaigns to deliver ticket sales and campaign objectives for Auckland Philharmonia events across a range of media.
2. Coordination of timing, production and distribution of promotional print/digital materials including posters, fliers, EDMs etc and monitoring effectiveness on an ongoing basis.
3. Planning and creation and/or sourcing of content that is interesting, engaging and relevant, that can add value to event communications.

4. Relevant analysis and evaluation of the effectiveness of Auckland Philharmonia advertising campaigns and marketing channels, identifying opportunities and recommendations for future activity.
5. Developing marketing expertise by leading specific event campaigns, as required.
6. Liaison with external suppliers for marketing services (design, printing, photography, placement etc) as required including negotiation on pricing, delivery etc.
7. Stay up to date with the latest Auckland Philharmonia activities, developing knowledge of the organisation, orchestral music and audiences through regular experience and engagement with Auckland Philharmonia events.

PUBLICATIONS & CONTENT

1. Project manage the development, production and delivery of Auckland Philharmonia concert programme books and the Learn & Participate brochure including liaison with designers/suppliers, contracting writers and photography.
2. Support the production and delivery of the Season Brochure, Annual Reports and other key publications as required by the Director of Marketing including liaison with other departments, photography, layout, proofing.
3. Develop appropriate creative briefing documents for designers/suppliers and liaise with them to deliver a range of creative assets in a timely manner.
4. Copywriting of promotional and/or informational marketing material including but not limited to:
 - General branding ads and collateral eg flyers, Friends info
 - In-house promotional EDMs and those for third parties eg Ticketmaster
 - Radio advertising scripts
 - Auckland Philharmonia Learn & Participate materials
 - Concert programme notes eg IYN and B&B
 - Other Auckland Philharmonia collateral, as agreed with the Director of Marketing
5. Responsibility for approving content and collateral eg concert reminders, E-News, posters, adverts etc as agreed with Director of Marketing.
6. Work with the Digital Content Coordinator to maintain the Auckland Philharmonia's email marketing platform, supporting users across the organisation to deliver E-News, EDM's etc.
7. Support the Digital Content Coordinator to maintain the Auckland Philharmonia website and social media content.

EVENT SUPPORT

Support the events and activities of the Auckland Philharmonia including:

1. Work with the team for planning and delivery of key Auckland Philharmonia activities such as Season Launch and Season Sampler concert.
2. Coordinate schedules, execution and analysis of regular Auckland Philharmonia audience surveys and feedback monitoring using appropriate software eg. Survey Monkey and delivery of results.
3. Management of concert photography staffing, activities and scheduling.
4. Coordinate Auckland Phil event listings for relevant listing sites and selected publications as required eg Eventfinda, Our Auckland etc.
5. Coordinate distribution of marketing collateral through key networks and organisations eg libraries, hotels, community and corporate organisations etc.
6. As part of team support, occasional box office and front of house duties may be required, including evening and weekend work.

AUDIENCE DEVELOPMENT

Support the strategic audience development goals of the Auckland Philharmonia including:

1. Management of audience development initiatives to grow under-represented audience groups including annual planning, promotion and outreach, driving membership, ticket allocation, concert meet & greet.
2. Setting annual KPI's in liaison with Director of Marketing and exploring new initiatives and activities to grow the audience development programmes.
3. Work collaboratively with colleagues to research and develop new strategies and marketing channels to engage new target audiences, to grow specific audience segments and ultimately deliver sales.
4. Stay current with industry thinking relating to audience development and market growth.

BRAND

1. Work to ensure event campaigns and marketing channel initiatives are aligned with Auckland Philharmonia brand ethos and guidelines.
2. Provide advice and support in the use of Auckland Philharmonia's brand, style and voice in collateral and content produced with other departments, and with partners/third parties, to ensure consistency.
3. Support production of branded materials for associated organisations ie Foundation and Friends.

REPORTING & MANAGEMENT

1. Manage allocated marketing budgets to ensure expenditure is relevant and accurate.
2. Coordinate purchase orders and ensure budgets are kept up-to-date, reporting on marketing expenditure and advise Director of Marketing of any discrepancies.
3. Participate and work co-operatively as a team member of the Marketing Department, and the wider organisation to ensure achievement of individual and team objectives. This may involve fulfilling several roles including leading, co-coordinating, advising, planning, supporting, mentoring, problem-solving and facilitating.
4. Prepare reports for Auckland Philharmonia Board and funding bodies covering projects and activities as required.
5. Support the Director of Marketing with induction of new staff as required.

GENERAL

1. Maintain and build relationships with suppliers including clear communication of activity, budget management, contract reviews and invoicing.
2. Attend staff and company meetings and other meetings and activities as required to contribute to the cohesion and cooperative effort of the Auckland Philharmonia as an organisation.
3. Participate in other projects and/or project management as requested by the Director of Marketing.

SKILLS, QUALIFICATIONS & EXPERIENCE

- Minimum 3 years' experience in a marketing, promotions and/or events role
- Excellent verbal and written communication skills
- Proven success in planning, developing and executing marketing campaigns
- Experience in working with CRMs (eg Tessitura) and digital mail systems (eg Wordfly)
- Project management, analysis and reporting
- Proficiency using survey tools eg SurveyMonkey
- Experience with databases
- Tertiary qualifications in marketing and/or communications design would be an advantage
- Highly organised and adaptable to a fast-paced and dynamic work environment
- A marketing savvy go-getter – keeping up with new trends and initiatives.

PERSON SPECIFICATION

Our ideal candidate:

- Pro-active can-do attitude
- Self-starter and able to work unsupervised
- Creative
- Organised with excellent time management skills
- Attention to detail
- Ability to multitask
- Excellent communicator
- Relationship-building skills
- Honest and trustworthy
- Interest and appreciation of the performing arts
- Good general understanding of orchestral music, or a willingness to learn, would be an advantage
- Ability to work outside regular hours, if required.