



We are recruiting for a fab Marketing and Communications person

The Opportunity

Marketing and Communications Specialist

At Creative Waikato, we work for a bold, ambitious creative sector that strengthens the region.

We are getting mighty busy as our creative sector goes from strength to strength. So now we need a Marketing and Communications maestro to come and support our work. We are looking for a strategic and engaging storyteller to spread the good news about the Waikato arts sector, and the success of our organisation.

You'll be a qualified and experienced marcomms person who will take excellent care of our strong brand and communication platforms. You love getting hands on with event planning and delivery.

You will have a strong understanding of the principles of the Treaty of Waitangi and understand how to apply that within a communications context.

We are looking for someone innovative and bold as we look to grow our sector communication and publications. We are planning a new and exciting and prestigious annual event, and we want someone who will champion it. And of course we are looking for someone to take care of our media relationships. So, if you are a marcomms all rounder who genuinely love the arts – read on!

We are a high functioning, high achieving, tight team, and we will have high expectations of you too! You'll work directly with the team in publicising and supporting projects and support the CEO in key stakeholder and profile development.

We have a great team with a really special culture. We have lots of fun and support each other to succeed.

Location: Garden Place, Hamilton. Regional travel as required.

The Creative Waikato Trust Journey Statement

Arts and creativity are vital and integral to the wellbeing of the Waikato and its citizens. Creative Waikato's leadership has a ripple effect across the region, evidenced through highly capable self-driven organisations and individuals. Our communities value and prioritise the arts, and creativity is experienced by everyone.

Several hard and soft arts infrastructure projects have been completed and their impact on regional wellbeing is measurable through the increase of audience engagement, participation and creative economy. There has been a notable rise in the creative sector workforce, and our arts professionals receive national and international recognition for innovation and exemplary practices and therefore Creative Waikato's presence as a key enabler is critical.

About You

- Have a minimum 5 years experience in marketing/communications roles and a relevant tertiary qualification
- Have experience working in a complex stakeholder environment
- Have demonstrated expertise in writing for a variety of audiences
- Genuine appreciation for the principles of the Treaty of Waitangi and be able to apply a bi-lingual approach to comms when required. This does not mean we require fluency in te reo, but a demonstrable ability to work with language experts in this area.
- Have expertise in digital communications including website and social media management
- Demonstrate highly developed interpersonal and relationship skills
- Have the ability to work under pressure and manage competing deadlines
- Most importantly, an understanding of and genuine passion for the arts sector

The Position

Position title:	Marketing & Communications
Hours:	Creative Waikato offers flexible contracts on a case-by-case basis. This role may be full or part-time depending on the experience of the candidate. However we do not expect the role to be any less than 25 hours per week.
Reports to:	Chief Executive Officer
Position salary range:	\$55,000 - \$63,000 per annum/pro rata depending on experience

FUNCTION OF THE POSITION

- Drive the positive profile of the Waikato arts sector, locally, regionally and nationally
- Raise the profile of Creative Waikato and its outputs
- Key stakeholder function and special event management
- Publications strategy (printed and digital)
- Provide support to CEO and team for publicity requirements associated with the portfolio of events we manage
- Build and manage regional and national media relationships
- Responsibility for Creative Waikato brand management, consistency and quality of implementation
- Manage brand collateral
- Provide comms, marketing and copy writing guidance to sector clients as required

Please email applications or enquiries to:

hello@creativewaikato.co.nz

Applications close end of business Monday 1 April 2019