



## Arts Council Nelson Job Description

Job Title:	Marketing and Communications - Contract Role
Reports to:	Arts Council Nelson Community Arts Manager
Key relationships:	The ACN team, organisers of ACN events and events supported by ACN, the Whakatū Nelson arts community, local and national media organisations, Nelson City & Tasman District Councils, Local Iwi and Tangata Whenua, Nelson Regional Development Agency, Nelson Tasman Chamber of Commerce, Uniquely Nelson, Local and National artists.
Contract:	Fixed Term Contract   8 months: 1 October 2024 - 31 May 2025 Part time 15 hours per week.

### About Arts Council Nelson (ACN)

Our mission is to promote, initiate and support projects and activities that stimulate and strengthen the artistic and cultural life of our communities. In our role as an independent arts development agency, we provide advocacy, investment attraction opportunities, networking, publicity and capability for the arts in Whakatū Nelson.

As a small but highly effective organisation, ACN looks for motivated, experienced and passionate people who can identify and implement creative, inclusive and sustainable solutions and opportunities. We act as one team, working in partnership with our stakeholders, to seek new and exciting ways to deliver excellence in all that we do for Te Taihū.

## Role Purpose

---

The primary focus of this role is to take responsibility for the marketing and communications of Arts Council Nelson and Refinery ArtSpace activities, including developing and implementing a communications plan to raise awareness of ACN and its deliverables as well as to promote the Whakatū Nelson creative sector overall.

## Key Responsibilities:

---

Communications and Marketing	<ul style="list-style-type: none"><li>● Develop and implement a marketing strategy and communications plan for Arts Council Nelson [to be reviewed/updated on a regular basis].</li><li>● Support Arts Council Nelson with communications and media, helping to raise awareness through positive news / PR stories, as well as managing reactive statements.</li><li>● Ensure that ACN's messaging is appropriate, consistent and aimed at boosting our profile and raising awareness of what we do.</li><li>● Develop communications and marketing for creative tourism activations initiated by ACN.</li><li>● In collaboration with the Transition Manager, develop a communications plan to profile the transition of the organisation into an Arts Development Agency.</li><li>● Support the Transition Manager in the roll out of the reorientation of ACN.</li><li>● Provide input into, support and help deliver a rebrand process in association with the reorientation of ACN, led by Transition Manager and ACN Board of Trustees</li><li>● Initiate and maintain relationships with local and national media to increase the profile of ACN and the Nelson Arts Sector in general. Maintain a database of media contacts.</li></ul>
------------------------------	---

Digital / Social Media	<ul style="list-style-type: none"> <li>● Set a schedule for a regular e-newsletter as part of the overall comms plan on an appropriate platform.</li> <li>● Collect and create content for the e-newsletter from relevant parties.</li> <li>● Manage the ACN social media channels, including Refinery ArtSpace and special projects Instagram pages.</li> <li>● Produce website and social media content.</li> <li>● Respond appropriately to and in a timely fashion to social media content.</li> <li>● Play a key role in the review and redevelopment of the ACN website.</li> </ul>
Internal and External Communications	<ul style="list-style-type: none"> <li>● Work closely with the ACN team to maximise the profile of all activity and events.</li> <li>● Develop and maintain a consistent and positive brand voice in all communications.</li> <li>● Work closely with the ACN team to ensure information and updates are shared with the team and Committee in a consistent manner.</li> </ul>
Health and Safety	<ul style="list-style-type: none"> <li>● Keep up to date with relevant best practice and legislative changes related to Health and Safety.</li> </ul>

Key Competencies:

---

Community focus	<ul style="list-style-type: none"> <li>● Manage day-to-day relevant stakeholder interactions (e.g. media and advertising partners), continually seeking opportunities to build and maintain relationships with all in the ACN community.</li> <li>● An understanding of audience demographics and audience segments and experience in developing communication strategies accordingly.</li> </ul>
Communication	<ul style="list-style-type: none"> <li>● Ability to write clear, concise and compelling content.</li> <li>● Strong written and verbal communication skills for presentations, reports and interactions with internal and external stakeholders.</li> </ul>

Organisational Skills	<ul style="list-style-type: none"> <li>● Ability to coordinate and manage marketing projects from conception to completion.</li> <li>● Efficiently prioritise tasks and meet deadlines in a fast-paced environment.</li> </ul>
Tech Savvy	<ul style="list-style-type: none"> <li>● Proficient in using marketing tools and software for content creation, social media management, and analytics in an efficient way.</li> </ul>
Adaptability	<ul style="list-style-type: none"> <li>● Ability to change priorities and strategies as required.</li> <li>● Willingness and ability to acquire new skills and stay up-to-date on industry trends.</li> </ul>
Delivery excellence	<ul style="list-style-type: none"> <li>● Be committed and driven in meeting the expectations and requirements of all stakeholders.</li> </ul>

## Your Profile and Experience

---

### **Education:**

- Relevant tertiary qualification and/or proven experience in marketing and communications.

### **Experience:**

- An understanding of and enthusiasm for the kaupapa of ACN s' event programme.
- Experience in marketing and communications strategy development and delivery.
- Understanding and appreciation of the Whakatū Nelson Arts and Creative Sector.

***This is a summary of major duties. Naturally job descriptions can change over time. Other responsibilities can be agreed upon.***