

# NEW ZEALAND SCHOOL OF DANCE

**Title:** Marketing and Communications Manager

The Marketing & Communications Manager manages and delivers marketing, events, communications and fundraising on behalf of the New Zealand School of Dance (NZSD). The Marketing & Communications Manager must clearly represent the School's brand, vision and stories to all external and internal stakeholders and the general public.

**Kia kōrero te katoa o te tinana**

**Responsible to:** Director  
**Direct Reports:** Communications & Relationships

**Organisational Relationships:** NZSD Director, Administrative team, Marketing & Fundraising team, Artistic and dance teams, NZSD boards.

**Other key relationships:** Royal New Zealand Ballet, Te Whaea Services, Toi Whakaari: New Zealand Drama School, dance industry, media, arts community, general public, international relationships

**FTE (or hours per week):** 40 Hours

**Purpose:**

1. Prepare marketing & communications strategy
2. Plan, implement and execute mar-comms plan
3. Budget & reporting
4. Team management

**Key Responsibilities:**

Marketing Planning
Budget
Reporting
Team management
Stakeholder management
Marketing implementation: Manage campaign processes from brief to execution across a number of channels
Marketing implementation of assets across multiple channels including print, social & digital
Marketing implementation: Media and PR
Website maintenance and development
Special projects
CRM / Database management
Merchandising
Provide guidance and support to Development / Fundraising manager in implementing their strategic objectives

**General Requirements**

- Ability to plan, prioritise and manage multiple activities
- Excellent budgeting and reporting skills
- Team and people-management skills
- Stakeholder management
- Vendor management: from media to creative agencies to apparel suppliers
- End-to-end campaign management across multiple channels

- Exceptional communication skills (both written and verbal), interpersonal and organisation skills
- Confident in copywriting
- Competent in website management
- Competent with customer database management, segmentation and reporting
- Maintain a high standard of professional ethics and recognise this as a position of trust, particularly with students
- Ability to take control of a situation and give clear direction
- Energetic and collaborative team player who can influence others and overcome challenges with a positive attitude
- Excellent attention to detail and time management skills

#### **Proficiencies**

- Excel, working with and manipulating data
- Other Microsoft Office programmes such as word and powerpoint
- Photoshop (ability to resize and manipulate images for use online and in print), InDesign (basic ability to create print assets such as advertisements)
- Adobe Premier Rush (not essential, but preferred)
- Ability to work with CMS systems such as Wordpress
- Ability to work with bulk-mail systems such as Mailchimp
- Familiarity with CRM systems
- Familiarity with scheduling software / solutions such as Hootsuite or SproutSocial

#### **Key Performance Indicators (KPI)**

##### **Reporting & Budget management**

- Sets realistic forecast and budget for marketing, merchandising and fundraising
- Budget vs Actual
- Provides feedback and reporting on web statistics, social media statistics, online and digital marketing campaign statistics

##### **Marketing and communications strategy and implementation**

- Sets clear communications and marketing objectives that are understood by team, peers and wider administration team
- Implements marketing and communications strategies for Schools events (e.g Auditions, Insight, Performance seasons) from end-to-end: create collateral, load website, send e-dm
- Demonstrate clear connection between marketing, communications and development activities to revenue streams as well as number of students in auditions

##### **Team management**

- Team knows and actively contributes to the planning and implementation of marketing and fundraising activity
- Team works as a cohesive unit and communicates well
- Ensure team members are prioritising work well, able to execute their duties in a timely manner through support and collaboration

##### **Vendor management**

- Work with software providers, creative agencies, publishers, merchandise providers,
- Good working relationships result in excellent and ongoing service from Vendors