

OUR VALUES: Te Kaupapa o Tāwhiri

Manaakitanga: uplifting the mana of all people through care, nurture and respectful relationships.

Tāne te Wānanga: the pursuit of excellence in all our endeavours.

Whanaungatanga: weaving together a team to create strength, trust and flexibility.

Kotahitanga: standing together with shared purpose and values.

Audience and Partnerships Associate

Full time, fixed term contract commencing June 2022 – April 2024. Hybrid working and flexible hours are possible.

BACKGROUND

Based in Wellington, Tāwhiri is the creative force behind Aotearoa's iconic Aotearoa New Zealand Festival of the Arts, Wellington Jazz Festival and Lexus Song Quest.

Tāwhiri is a dynamic and supportive place to work, creating extraordinary arts events. In its latest staff survey, 100% of Tāwhiri staff said they would recommend it as a place to work and 100% said they felt respected at work.

This role would work across the following events:

Lexus Song Quest	A biennial singing competition	Jul 2022
Wellington Jazz Festival	An annual Jazz festival	Oct 2022
Aotearoa New Zealand Festival of the Arts	A biennial multi arts festival	Feb 2024

PURPOSE OF THE POSITION

The responsibilities of the Audience and Partnerships Associate, in consultation with the Head of Audience and Partnerships and other relevant Festival positions, will be to take care of our audiences, partners and funders – preparing communications material, managing relationships and coordinating ticketing and booking processes.

This role reports to the Head of Audience and Partnerships. Internally, it will work closely with the Head of Audience and Partnerships, Executive Director, Philanthropy Advisor, Marketing team, Senior Accountant as well as other staff as required. Externally, this role will work closely with Tāwhiri's ticketing providers, including Ticketmaster and iTicket, and will provide exceptional service to our partners (sponsors), funders, supporters and audiences as their key point of contact.

KEY FUNCTIONS

Key functions include (but are not limited to):

Ticketing

For the larger Aotearoa New Zealand Festival of the Arts there is a contract ticketing team, but for smaller events such as the Wellington Jazz Festival, Lexus Song Quest and other selected Tāwhiri events, you will manage ticketing functions including the following tasks:

- Develop a comprehensive critical path detailing all key aspects of the ticketing process working closely with designated ticketing providers, this may include working with multiple systems.
- Ensure that all Ticketing Agency contractual requirements are met including booking office services and hours, staffing, equipment, fees and staff event knowledge.
- Provide the ticketing agency with all details needed to enable events to go on sale in a timely fashion. This will include all pre-sale and general sale dates, seating maps, event details, event descriptions, ticket layout, prices and warnings. This information is to be regularly checked for accuracy.
- Gain and document information about all Festival venues, including seating plans, sightlines, disabled access, front of house facilities, and any other relevant information. Work closely with relevant venues and Tāwhiri's technical team to gather required information and check accuracy.
- Keep an accurate schedule of all Tāwhiri events, venues, dates, intervals and ticket prices. Make this information available to all relevant staff as required.
- In association with relevant Tāwhiri staff, the Head of Audience and Partnerships and Ticketing Agencies, develop pricing structures and offers as required for all relevant venues and events. This information is to be provided to the relevant Ticketing Agencies. Ensure any sales offers are approved and communicated to the ticketing provider in a timely fashion.
- Deliver a high level of customer service to all Tāwhiri stakeholders including Staff, Board, Patrons, Partners, Media, Artists, Funders, Embassies, MPs, Visiting Directors, Culture Club Supporters:
 - Process and distribute all complimentary and paid tickets
 - Respond promptly to customer inquiries
 - Effectively handle and resolve customer complaints
 - Identify and assess customers' needs to achieve a high level of satisfaction
- Prepare:
 - Booking instructions and ticket information panels for relevant Tāwhiri event publications
 - Patron, Partner and Industry booking forms and instructions
 - Seating maps for relevant publications and website
 - And other relevant outputs
- Assist with the delivery of door sales and effective customer service during Tāwhiri events as required.

Customer Relationship Management

- Be the CRM guardian, manage Tawhiri's databases and ensure data best practice upheld.
- Ensure current database is segmented effectively for targeted bespoke campaigns as required.
- Ensure current database is clean and up-to-date, without duplicates.
- Act as the organisation's privacy officer, overseeing adherence to relevant legislation including the Privacy Act and Unsolicited Electronic Messages Act.
- Oversee data transfers as required from Ticketmaster and iTicket into Tāwhiri's database, ensuring data is cleaned & deduplicated. 2022 Aotearoa New Zealand Festival of the Arts sales data, for example.
- Working closely with the finance team, ensure all Culture Club data is up-to-date and accurate in the system and ensure this mirrors other business systems, Wagtail for example.

- Ensure required Culture Club communications (emails and phone calls) regarding expiring cards and suchlike are actioned in a timely fashion.
- Manage the Culture Club inbox, replying to all enquiries in a timely manner and elevating any actions to Head of Audience and Partnerships and Finance Manager as needed.
- Work with and support the Philanthropy advisor and ensure all Patron Data is up to date in the system and relevant insights recorded.
- Regularly review database to ensure relevant data is being collected and stored, and data is accurate.
- Oversee direct customer communications as required.
- Attend relevant training sessions, Tāwhiri events and functions as a team member.

Partnerships and Philanthropy Support:

- Support with Partner and funder post-event report development, including providing relevant statistics and insights, gathering required information from different departments and writing reports as needed in line with funder guidelines and partner requirements.
- With guidance and support from the Head of Audience and Partnerships, manage and submit funding applications for Tāwhiri's events as required.
- Support with the development of corporate partnership proposals.
- Support with the development of the Culture Club engagement campaign working closely with the Head of Audience and Partnerships, Philanthropy Advisor and Marketing Campaign Lead. This campaign will focus on:
 - Engaging with and thanking existing culture club supporters
 - Driving new support
 - Gaining valuable insights
 - Data updates
 - Seeking moderate increase in investment where appropriate
 - Overseeing Culture Club re-engagement calls/communications
- Support the marketing team as required with development of Culture Club and key stakeholder communications, including: *The Insider* (Culture Club e-newsletter) and *ARTicle* (bi-weekly digital magazine).
- Support the finance team with Culture Club payment follow ups as required.
- Support Philanthropy advisor with Philanthropy tasks as required, including prospect research, website updates, communications and collateral development.
- Monitor and manage partnership deliverables including payments (working closely with the finance team) and ensure all contractual benefits are delivered in a timely manner.
- Research and propose new funding and corporate partnership opportunities across New Zealand and beyond (where relevant).

Monitoring and Reporting

- Monitor all complimentary ticket requirements and advise the Head of Audience of Partnerships ahead of time if we are approaching the event budget allocation.
- Liaise with the Finance department over all payments, ticket sales, income, banking, reconciliation and reporting.
- Ensure that all complimentary tickets are signed off by the Executive Director before processing.
- Work with the Executive Director and Finance team to ensure that regular sales reports and figures are obtained daily.

- Work with the ticketing agency in gaining access to any online reporting systems.
- Provide a detailed Ticketing Report for relevant Tāwhiri's events, including (but not limited to) a detailed breakdown of sales, strengths and weaknesses and areas of improvement in relation to the position.
- Identify any potential risks/issues with the Head of Audience and Partnerships in a timely manner so that they can be addressed effectively.
- Provide data insights as required, for example, comparatives with past years.
- Support the Marketing team with relevant datasets as required.

Inclusivity / Access

- With all staff, work proactively to meet the goals of the Tāwhiri's interculturalism policy and access initiatives.
- Work closely with our Pou Māori to deliver bilingual marketing communications where appropriate and agreed, including reports, proposals, website, newsletters and more.

Marketing Support

In addition to providing required datasets for relevant events and supporting the marketing team with Culture Club and ARTicle communications, the Audience and Partnerships Associate may also be required to support with other marketing functions as required, these duties may include:

- Website updates
- Email communications support, including campaign set up

The Audience and Partnerships Associate will also be required to perform other duties as required.

KEY CAPABILITIES

The key capabilities of the role are:

- Exceptional written and verbal communication skills.
- Proven experience in a customer facing role, both on the telephone and in person.
- Energy and enthusiasm for Tāwhiri events and programmes.
- Highly computer literate, with previous experience using ticketing software an advantage.
- An ability to remain calm and professional under pressure.
- Strong ability to manage own workload, prioritise workflow and deliver to deadlines.
- An understanding of the event marketing process.
- Exceptional attention to detail.
- Strong analytical skills.
- Understanding of CRM and the customer journey.
- Understanding of data privacy, security and hygiene.
- Database management experience.
- Experience with donor and stakeholder management.
- Strong Excel and data manipulation skills.

ACCOUNTABILITY

The Audience and Partnerships Associate is directly responsible to the Head of Audience and Partnerships or in their absence the Executive Director. This role has no direct reports.