

Position:	Communication and Marketing Coordinator
Location:	108 Willow Street, Tauranga
Reports to:	Curator and Exhibitions Manager
Direct Reports:	Nil
Permanent Position:	35-40 hours per week

About Us:	
<p>Tauranga Art Gallery Toi Tauranga 108 Willow St Tauranga</p>	<p>He Tauranga Matarau – to be an anchorage for diversity</p> <p>Tauranga Art Gallery (TAG) is a key cultural landmark in Tauranga central. Launched in 2007, the Gallery creates industry-leading art experiences which engage, inspire, challenge, and educate.</p> <p>As Tauranga’s public art gallery, we value, represent and advocate for the rich and broad ranging visual arts culture in New Zealand. We strive to cater for an increasingly diverse population of artists and visitors, creating opportunities for all to access, learn and experience art.</p> <p>TAG strives to be hub for cultural inclusiveness and Māori experiences, engaging a range of stakeholders to promote Tauranga's unique identity and to enable Tangata Whenua engagement. We value fruitful and enduring exchanges with iwi.</p>
<p>Mission:</p> <p>Toi Tū Tauranga – To a build life-long relationship with art</p>	

Position Purpose:
<p>The purpose of this role is to plan, develop and implement innovative marketing and communication strategies, plans and initiatives, which promote the interests and activities of the Tauranga Art Gallery.</p>

Key Responsibilities:

- Manage website content and other digital channels including Facebook for Business, Instagram, LinkedIn, and Google Business
- Complete a monthly report that includes website and social media analytics.
- Create and execute annual marketing plans and exhibition campaigns.
- Develop marketing collateral and digital assets with external support.
- Optimise all channels both online and offline to align with marketing strategy.
- Develop and deliver on PR, media, and communications opportunities to promote the gallery, exhibitions, education, and public programmes to a wide audience.
- Maintain and optimise the Gallery database across all stakeholders to ensure accurate and timely email communications in support of the Gallery's activities.
- Support the lead team to achieve strategic goals for the gallery.
- Optimise traditional media channel, website, and social media connectivity.
- Ensure that communications issued by the Gallery; its publications and brand marketing collateral relating to exhibitions and events, accurately reflect and support the quality of the activity and the Gallery brand position.
- Executing other tasks/work across the wider gallery team on joint initiatives and projects as required.

Relationships

Internal	External
All staff, volunteers, contractors, and trustees.	<ul style="list-style-type: none"> • General public • Artists and key stakeholders • Friends of the Gallery • All media including radio, television, web, print etc • Regional event functions organisers and promoters • Advertising and marketing organisations in Tauranga • Education providers • Relevant Tauranga City Council and Western Bay of Plenty staff • Staff from other Galleries, museums, and art institutions • Publishing companies

Key Competencies

Key Competencies	Qualifications, Experience and Skills
<ul style="list-style-type: none"> • Relationships – establish and maintain strong relationships with TAG staff, visitors, and clients etc. • Inclusivity - understands why inclusivity is important for the Gallery and seek to understand people's different cultures, ideas, and experiences. • Planning and organising – sets clearly defined objectives, planning activities well in advance and effectively accomplishes tasks and expected deadlines. • Manages risk and reputation - recognises the importance of complying with processes and 	<ul style="list-style-type: none"> • Experience in a similar role, with a proven track record of success in marketing. • Marketing, digital/social media marketing or communications qualification and /or experience in communications. • Advanced computer skills – Experience with Microsoft office 365 and social media, website management and applications • Solid experience and a high standard in writing and creating communication content to deliver business outcomes. • Highly organised with strong time-management skills and attention to detail.

<p>procedures designed to maintain and protect the reputation of the Gallery.</p> <ul style="list-style-type: none"> • Communication skills – strong written and verbal communication skills to be able to engage with a diverse range of customers. • Attention to detail – excellent attention to detail and organisation skills to complete monthly marketing reports. • Sustainability – recognise the need to improve our environmental footprint by reducing the use of paper and increasing the use of technology online platforms. 	
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The job description is not an exhaustive list of requirements, the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

<p>OBLIGATIONS AND EXPECTATIONS</p> <p>Employee obligations and expectations are outlined in the Tauranga Art Gallery Employee Handbook and Health and Safety Handbook.</p>	
<p>Signed:</p>	<p>I understand and accept the requirements of the position described above.</p> <p>Print Name:</p>
<p>Date:</p>	