

POSITION TITLE

Publicist and Digital Media Coordinator

LOCATION

City Gallery Wellington

POSITION STATUS

Fixed-term

POSITION OBJECTIVE

The purpose of this position is to implement cost effective publicity and digital media promotion for City Gallery Wellington exhibitions and programmes. Working alongside the Senior Management and the Communications Coordinator to deliver cohesive communications that support the Gallery's brand.

CONTEXT

City Gallery Wellington is part of the Wellington Museums Trust (trading as Experience Wellington), a registered charity established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality: enriching the city we love.**

Our vision is: **Engaged, curious communities**

The **Publicist and Digital Media Coordinator** will contribute to the achievement of this vision for City Gallery's exhibition and events through thoughtful promotion and engaging material delivered via traditional and digital media.

KEY RESPONSIBILITIES

Key responsibilities include:

- To maintain, increase and enhance the Gallery's profile on social media (Facebook, Twitter, Instagram, e-newsletters and other digital platforms) consistent with the Gallery's brand to grow attendance and visibility of the Gallery
- Liaise with media to generate coverage and content and respond to media enquiries
- Manage relationship with web host
- Work with the website editorial group to maintain the site and develop and generate content
- Report on virtual visitation and media monthly and as required
- To assist the Communications Coordinator in development and delivery of marketing and communications plans

NB: Some work outside of 'normal' work hours is required, to generate social media coverage of the Gallery's events, to update the website, and to respond to enquiries and communications from press and members of the public via digital media.

WORKING RELATIONSHIPS

Internal: The **Publicist and Digital Media Coordinator** will:

- Be accountable to the Operations Manager
- Work in a collegial manner with the Communications Coordinator, Chief Curator, Manager Visitor Learning, Development Manager, contract designer and all other staff.

External: The **Publicist and Digital Media Coordinator** will:

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of the Publicist including:
 - media; sector interest groups and communities
 - colleagues in equivalent positions in other cultural institutions particularly in the museum and art gallery sector.

DELEGATIONS

None

KEY RESULT AREAS

Key Tasks and Accountabilities (What needs to be achieved)	Performance Measures (How it will be measured)
1. Social Media and Online Promotion	
<ul style="list-style-type: none"> ▪ To maintain and enhance the Gallery’s profile on social media (Facebook, Twitter, Instagram, Google +, YouTube, e-newsletters, online listings and other digital platforms) consistent with the Gallery’s brand in order to grow attendance and to enhance visibility and reputation addressing diverse audiences from the local to the national and international, from the general public and the artworld. ▪ Generate and source fresh and engaging content with support of Editorial Group ▪ Manage digital advertising and liaise with Marketing Coordinator on budget ▪ Ensure social media plan is part exhibition and event marketing and communications plans ▪ Follow City Gallery’s social media guidelines and rules of engagement ▪ Respond to social media enquiries in a timely fashion ▪ Maintain Google listing information 	<ul style="list-style-type: none"> ▪ Engagement with and number of followers on Facebook, Instagram, Twitter continues to increase. ▪ City Gallery has a strong digital presence and is visible on a number of website and digital media ▪ E-newsletters are informative and timely ▪ Growth in social media measured by engagement and reach insights ▪ Audience for social media audience is diverse. ▪ Key messages from communications and marketing plan are easily identified in social media content ▪ Social media clearly supports overall Experience Wellington purpose and vision ▪ City Gallery maintains high SEO and up-to-date information within Google
2. Media	
<ul style="list-style-type: none"> ▪ Media publicity plan is included in exhibition marketing and communications plans ▪ Liaise with media, maintain and build networks, generate media interest, respond to media enquiries ▪ Update media databases weekly ▪ Seek out new angles and opportunities to promote City Gallery 	<ul style="list-style-type: none"> ▪ Positive media coverage is generated reflecting the key messages ▪ Media coverage across a range of platforms, publications and readerships
3. Website and web management	
<ul style="list-style-type: none"> ▪ Work with the website editorial group to maintain the site and develop and generate content. ▪ Contribute City Gallery content to external websites ▪ Liaise with Click Suite to address issues and updates of around the web architecture. 	<ul style="list-style-type: none"> ▪ Content is inspiring, engaging and accurate and consistent with the City Gallery brand ▪ Positive feedback ▪ Issues are promptly addressed in accordance with Service Level Agreement
4. Reporting	
<ul style="list-style-type: none"> ▪ Report on social media and website activity and use. ▪ Maintain records and report on media activity including online 	<ul style="list-style-type: none"> ▪ Virtual visitation, unique users and social media profile is reported regularly using a range of analytical tools. ▪ Media records are accurately maintained and available on G/drive ▪ Media records compiled monthly and reported as requested

5. Health and Safety

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| <ul style="list-style-type: none">▪ You actively contribute to the development of a zero harm culture by maintaining personal knowledge of, and following Experience Wellington's health and safety policies, plans and procedures.▪ You ensure that your decision making is aligned with the Trust's health and safety policies, procedures and plans.▪ You model good health and safety behaviours at work.▪ You report concerns about aspects of the work place that may be considered a health and safety risk to you, other workers or visitors. | <ul style="list-style-type: none">▪ You are able to respond knowledgeably about Experience Wellington's goal of a zero harm culture and the critical procedures designed to promote health and safety and to prevent harm to workers and visitors e.g. what to do during and after an earthquake and evacuation procedures (measured through the Annual Staff Engagement Survey and Annual Performance Appraisal).▪ Health and safety procedures are followed e.g. hazards are notified, incidents and near-misses are reported.▪ There are no preventable incidents that result in harm or injury to you, other workers or visitors. |
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PERSON PROFILE

Skills, experience and qualities required for this role:

- Energy, creativity, and resourcefulness.
- Ability to gain and to keep the confidence of stakeholders.
- Strategically focused with a commitment to collaboration.
- Effective written and oral communication skills including public speaking and desirably, with some capability in Te Reo.
- Management competence (financial, staff management, planning, budgeting and reporting).
- Relevant tertiary qualification(s).

Core Competencies – Effective performance in the following core competencies is set out in the Core Competencies Guide attached.

For all employees

- Commitment and accountability.
- Applying professional expertise/Creativity & Innovation.
- Customer focus.
- Communicating effectively.
- Working together/ Teamwork.

SALARY

\$66,560 p.a.

This is a full time position for 4-6 months (there is room to flex the hours and term depending on the candidate).

CORE COMPETENCIES GUIDE

Commitment/ Accountability

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to Experience Wellington's vision and goals.

Applying Expertise/ Professional Expertise

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and Experience Wellington.
- Shares expertise with colleagues and coaches/mentors new direct report staff.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Experience Wellington performance and learns from mistakes.

Customer Focus

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.
- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

Communicating Effectively

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside Experience Wellington Institutions to achieve benefits for Experience Wellington.

Working Together/ Teamwork

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.