

SCHEDULE

CONTRACT – Publicist
NZIFF 2019 (Dunedin)

Summary:

- To excite wide public interest in NZIFF in Dunedin and the Otago region.
- To achieve attendances in excess of the previous best (18,000).
- To raise the profile of NZIFF visiting filmmakers in Dunedin

Reports to: Director, Dunedin Fringe Arts Trust

Functional Relationships: Dunedin NZIFF Host; Dunedin Fringe Arts Trust; Administrator; NZIFF Communications Manager; Auckland and Wellington NZIFF staff; Dunedin Venues (Rialto & Regent); OUSA; Dunedin Volunteers.

External Relationships: Media (*ODT, The Star, Critic* and Radio Stations - including The Breeze, More FM, Newstalk ZB, Radio Dunedin, Radio One, Channel, Access Radio), Advertisers, Sponsors, Dunedin Film Society, Guests of NZIFF, Special interest groups

TASKS:

1. Programme Booklet

- To secure mailing lists and supervise the distribution of the programme booklets around Dunedin.

2. Posters

- To supervise the distribution and paste-up of posters and any preliminary flyers throughout Dunedin. NZIFF will liaise with Phantom, you will liaise with OUSA on Campus.
- To organise Poster display space at Dunedin Libraries throughout the promotional period. Manage these displays.
- To negotiate and manage poster displays at and inside theatres (Rialto and Regent) throughout promotional period.

3. Publicity

- To advise NZIFF office of most effective use of paid publicity budget in Dunedin-based media.
- To co-ordinate, with the Communications Manager, NZIFF publicity in Dunedin-based media.

- To co-ordinate press releases, interviews, media coverage and other publicity relating to NZIFF events and guests.
- To co-ordinate banners and theatre decoration with venues and to organise other displays throughout the city.
- To assess the usefulness of contact with specific special interest groups, schools, clubs and societies and take appropriate initiatives to encourage their participation. To work with the Audience Development Coordinator to inform these groups.
- To co-ordinate and oversee volunteer publicity assistants.

4. Media Launch and Opening Night

- To identify opportunities for enhancing the events.
- To compile guest lists in consultation with Otago Theatre Trust, sponsors and NZIFF.
- To send out invitations and oversee receipt of guest list RSVPs.
- To assist in the coordination of the events (including catering for the Media Launch). This will involve close coordination with the venues.

5. During NZIFF

- To assist with delivery of NZIFF guests to media.

6. Clipping Service

- To monitor media coverage of NZIFF and provide copies of all print references to the NZIFF office (clipping service).

7. Reporting

- To provide full feedback and written information to enable the Director to write a report at the conclusion of NZIFF outlining specific activity and an assessment of the event's strengths and weaknesses.

8. Other

- Present NZIFF, and film programme in an articulate and positive manner unbiased by personal opinion and taste.
- Contribute to development and realisation of the NZIFF's objectives.
- Develop and implement improvements to systems and practices.
- Provide effective advice, support and assistance to other staff.
- Share information, ideas and resources with other staff.
- Build effective working relationships with key internal and external personnel.
- Take account of cultural sensitivities and needs.
- Represent NZIFF as required, presenting a professional and positive image of the organisation.
- Respond with equanimity to enquiries from the public.
- Plan and manage own workload and work effectively without supervision.
- Maintain accessible documentation and provide accurate reporting to the director.

TIMETABLEEarly June

- Booking Banners, Display Space
- Promotional budget planning
- Assist the Audience Development Coordinator where possible on the preparation of newsletter contacts and mailing lists for notification of films to special interest groups
- Set up display arrangements
- Invite list review and update (in coordination with the Dunedin Host & Regent Theatre for the Gala list)

June – July – August

- Brochure distribution
- Meet with promotional outlet reps to discuss and promote programme
- Work on Dunedin interviews/screeners/publicity schedule
- Organise giveaways and promotions with local media
- Regular contact with the Wellington office on all aspects
- Media Launch and Opening Night