

## **SCHEDULE**

CONTRACT – Publicity and Marketing Manager  
Dunedin Fringe Festival 2023

### **Summary:**

To manage publicity and marketing for the Dunedin Fringe Festival, 16-26 March 2023.

### **Reports to:**

- Festival Director

### **Manages:**

- Publicist Intern

### **Functional Relationships**

- Production Manager
- Administrator
- Volunteer Coordinator
- Programme Development Manager
- Creative Producer
- Other Interns

### **External Relationships**

- Festival Graphic Designer
- Collateral Suppliers
- Media
- Festival Artists
- Sponsors
- Audience

### **Objectives**

- To excite wide public interest in Dunedin Fringe 2023, locally and nationwide.
- To contribute to record audience attendance at Dunedin Fringe 2023.

### **Key Tasks & Targets**

- Publicise the Dunedin Fringe Festival to the general public to ensure record attendance;
- Publicise the Dunedin Fringe Festival to media outlets in Dunedin, New Zealand and overseas;
- Write, collate and distribute media releases and media packs;
- Proactively arrange and facilitate media interviews with staff and festival artists;
- Maintain and develop key media relationships including with official media partners and sponsors;
- Maintain up-to-date festival information on event websites;

- Be interviewed on behalf of the Festival if required;
- Update and maintain a media contact list for the Fringe Festival and for use by artists;
- Facilitate the reviewing of Festival shows;
- Work with the designer to ensure required marketing collateral is produced on time and within budget;
- Work with the Volunteer Coordinator to facilitate distribution of festival guides and posters;
- Facilitate any miscellaneous publicity or marketing requirements such as signage, competitions;
- Write, collate and distribute audience newsletters via Mailchimp;
- Outreach to special interest groups about specific shows which may interest them;
- Develop and implement a Festival Marketing Plan utilising MMH cultural segmentation data;
- Assist with the editorial content of the Festival Programme Flyer including proofing;
- Write and upload news stories and other content to the Festival website on a regular basis;
- Oversee the use of festival social media including Facebook, Instagram, and any other platforms considered beneficial;
- Assist with the presentation and promotion of key Festival events such as the Programme Launch, Late Night Line Up, and Awards Night.
- Oversee clipping service and a recording of all media publicity achieved in print, on radio, television and online, and at the end of the Festival provide an estimate of the value of the publicity achieved;
- Advise and liaise with Festival artists on publicity issues as needed;
- Delegate work to Publicist Intern as required; monitor and manage their output ensuring it is timely and of the required standard.
- Maintenance of a tidy and efficient office/theatre environment
- Being helpful and friendly face to the public
- All reasonable and lawful instructions of the employer
- Contribute to weekly production meetings and discuss progress, issues, and learnings.
- Provide a written report following the Festival using the template provided by the Festival Director.
- Upon completion of contract, provide a detailed Publicity and Marketing report .
- Any other reasonable tasks as mutually agreed.