

Events & Marketing Coordinator

Position Description

Events & Marketing Coordinator

Employment terms

Part-time, permanent, 25 hours p/w

Location

Ōtautahi Christchurch

Reports to
Director

Works closely with
Venue & Events Manager

About The Piano

Pipīwharauoa: Kui-kui Whitiwhiti Ora

The Piano is a space devoted to music and the arts.

From New Zealand icons and international artists, to community heroes and emerging talent – The Piano plays host year round to a diverse range of outstanding artists and events.

Since 2016, The Piano has been a place where community groups aspire to take the stage, where next generation artists perform on the same stage as their mentors, where emerging artists meet audiences that become enthusiasts and where seasoned performers enthrall audiences from all walks of life.

With our 325-seat Philip Carter Family Concert Hall, superior acoustics, suite of five performance, workshop and meeting spaces, and 16 Artists in Residence Studios, The Piano is a destination performing arts and events venue built to the highest specifications, offering an impressive range of technical and hospitality options for a wide range of events. From concerts to conferences, workshops, festivals, film screenings and meetings, multi-disciplinary events to product launches.

thepiano.nz

Position Overview

A newly created role, the Events & Marketing Coordinator is responsible for the delivery of The Piano's diverse range of arts, community and business events, in addition to overseeing the marketing and social media channels. Working closely with the Venue & Events Manager, this role leads our fantastic team of casual staff, volunteers and AV staff to ensure client satisfaction on the day, event health and safety compliance, and high quality bar service.

The Events & Marketing Coordinator is a dual role across event delivery and administration, splitting their time between evening and weekend event delivery, and weekday office-based work.

Key Responsibilities

Event Management

As the lead event staff member of The Piano, you will deliver many of our evening and weekend events, from concerts, workshops, conferences and networking events with our valued arts, community and business clients.

- Provide exceptional event management as the primary point of contact for clients during events, ensuring client and artist satisfaction
- Lead our team of casual staff, volunteer ushers, and AV staff, providing event briefings, and trouble shooting any issues that may arise
- Oversee all event procedures in line with The Piano's event management policies
- Ensure the health and safety of our casual staff and audiences
- Provide event training for casual staff members and volunteers when necessary
- Complete event reports in collaboration with the Venue & Events Manager
- Communicate effectively with the Venue & Events Manager before and after events to maintain exceptional quality of event delivery
- Set up rooms as required, ensuring the facility is in a clean and tidy manner for events, and any other reasonable duties as required

Bar Management and Staff Training

As the Duty Manager onsite, you will oversee high quality bar service during events, ensuring compliance with The Piano's Host Responsibility Policy.

- During rostered shifts, act as Duty Manager when the bar is open, ensuring compliance with The Piano's Host Responsibility Policy
- Provide high quality bar service, and bar service training for casual staff and volunteers
- Oversee bar stocktake and purchase of consumables in collaboration with the Venue & Events Manager
- Ensure compliance with The Piano's Food Health and Safety policies, and Food Control Plan during events

Marketing, Social Media and Office Administration

Oversee all aspects of The Piano's marketing administration and social media management in consultation with the Director, taking an active role in showcasing concerts and events, The Piano's Artists in Residence, and developing audiences for The Piano.

- Devise and create rich media content for our social media platforms, regularly maintaining and publishing exciting content that showcases the breadth of The Piano's activity
 - Assist the Director with developing digital marketing campaigns with The Piano's valued marketing and brand partners
 - Coordinate content and dispatch our monthly newsletter, in collaboration with the Director and the Venue & Events Manager
 - Support the marketing and ticketing of The Piano's self-presented series (Sundays at Four, Play it Forward and Christopher's Classics) in collaboration with The Director and Venue & Events Manager
 - Coordinate design and printing of physical posters and brochures where relevant
 - Ensure concerts and events are listed with relevant event listing platforms
 - Load event details on The Piano's website and set up ticketing links, in collaboration with the Venue & Events Manager
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- Collate and prepare monthly event data reports, in collaboration with the Venue & Events Manager
 - Provide marketing guidance for clients where relevant
 - Assist the Director with media releases, and seeking out marketing and digital engagement opportunities
 - Provide friendly reception and box office services for members of the public engaging with The Piano when based in the office
 - Support the Director with day-to-day management of The Piano building and office from time to time

About You

First and foremost, you'll love working with people and supporting clients to deliver exceptional event experiences with a broad range of arts, community and business clients.

With a passion for events, and a strong interest in the arts, you'll possess the following attributes and skills:

- 1-2 years' experience in managing events, client services and bookings, and/or similar experience within a venue, arts organisation or hospitality establishment
- You'll be a people person, with exceptional verbal communication skills and the ability to build rapport and manage a wide variety of relationships and personalities
- A flair for writing, with the ability to write in a flexible and engaging way for multiple digital and print platforms
- Strong time management, with strong attention to detail and the ability to manage multiple priorities and deadlines in a fast paced event environment
- Hold a current a Duty Manager's Certificate, or willingness to acquire one immediately
- An understanding of current social media platforms and trends
- Some experience in using either Canva or Adobe InDesign is desirable, but not essential (training can be provided)
- A self-starter attitude and ability to independently advance tasks and projects

The Events & Marketing Coordinator should demonstrate competence in some or all of the following attributes:

- **Arts Event Management:** Previous experience working in an arts organisation and/or managing events and bookings for venues/concerts/shows. Excellent knowledge of the facilities, bar management, ticketing and front of house activities.
 - **Teamwork:** Be able to work well in a small and busy team, and communicate with artist management, artists, producers and agents; working with theatre tech staff, casual staff and volunteers. Be able to direct and manage the work activities of multiple support staff.
 - **Project Management:** Be able to anticipate project needs, discern work priorities, and meet deadlines. Able to prioritise tasks and multi-task. Think laterally and be inventive in order to achieve results. Be able to think strategically to meet venue budgets.
 - **Problem Solving:** Have a logical approach to solving problems or complaints from tenants or the public in accordance with established policies and procedures. Possess an enquiring mind and always looking for the best way possible.
 - **Interpersonal Skills:** Have a confident and approachable manner with a caring and sympathetic attitude. Be a good and patient communicator, able to enthuse and convince. Be able to build relationships with internal and external stakeholders.
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Terms of Employment

The role of Event & Marketing Coordinator is part-time, permanent (25 hours per week), including a mix of evening, weekday and weekend work as event schedules require. Employees accept working hours will differ week by week depending on event schedules, with staff rosters confirmed at least one month in advance.

Some work from home days from time to time may be possible for office based duties upon prior agreement.

Location of work is based at The Piano: Centre for Music and the Arts, 156 Armagh Street, Christchurch Central 8011.

Leave entitlements as outlined in the Holidays Act 2003. Kiwisaver employer contributions.

Want to find out more?

If you're interested in applying, but would like to see if this role might be a good fit for you first, you're welcome to get in touch with Marcus Norman, Director for an informal kōrero at marcus@thepiano.nz or 03 377 5000

How To Apply

Send in an up to date CV and cover letter directly related to the position description addressed to Marcus Norman. Applications close **Thursday 25 September, 11.59pm** with interviews taking place on 6, 7, 8 October. Please get in touch with Marcus if you require access support with the application or interview process, we are happy to help.



The Piano

Pīpīwharauoa: Kui-kui Whitiwhiti Ora

When the shining cuckoo sings, it signals new beginnings

Our gifted ingoa Māori means "the shining cuckoo", which is a bird of significance for Ngāi Tūāhuriri. Not only are pīpīwharauoa known as singers, entertainers and conveyors of messages, they're also viewed as a sign of spring and new beginnings.
