



# ORCHESTRAS CENTRAL

Ngā Tira Pūoru o te Pokapū

<b>Position title</b>	<b>Marketing and Communications Co-ordinator - Orchestras Central Trust</b>
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<b>Employment type</b>	Fixed term Contract 1 July 2024 - 20 December 2024 0.30 FTE (12 hours per week)
<b>Reports to</b>	Chief Executive
<b>Location</b>	Organisation based in Hamilton with activities across Waikato
<b>Working relationships</b>	Artistic Manager; Production Manager; Finance Support; Contractors including conductors, guest artists and coaches, and players in each orchestra; Service providers

<b>Orchestras Central Trust known as Orchestras Central (OC)</b>
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## OUR VISION

All people of the Waikato can benefit from extraordinary orchestral experiences.

## OUR MISSION

We provide orchestral experiences that are accessible throughout the Waikato, deeply part of our community, and bring inspiration and joy to people of all ages and backgrounds.

## OUR DESIRED OUTCOMES

- A flourishing orchestral ecosystem
- Extensive audiences and player participation
- A compelling annual programme with dynamic partnerships and projects
- Strong social connections across diverse communities
- Recognition of the relationship of tangata whenua and their tikanga with their taonga in the Waikato
- The go-to organisation for orchestral experiences in the Waikato
- Resilience and Sustainability

## OUR VALUES

- Responsive - we adapt to the changing needs of the world around us
- Collaborative - we recognise the strength of combined contributions
- Generous - we work inclusively, seeking to get the best out of everyone
- Respectful - we acknowledge the mana of tangata whenua and the diverse cultures in the Waikato region
- Reflective - we are considered and use what we learn to develop and improve
- Focused - what we do we do well

**ORCHESTRAS CENTRAL** is a presenting organisation that provides governance and professional management for orchestral music in the Waikato. The family of orchestras consists of four groups comprised of more than 350 musicians who meet year-round to rehearse and refine their craft.

**Youth Orchestra Waikato** - gives over 55 local aspiring musicians an early taste of the orchestral experience, a sense of belonging and achievement in shared music-making, and pathways to future musical success.

**The Rusty Player Orchestra** - provides over 200 subscribed adult players with the chance to dust off rarely used instruments and come together in a low-pressure environment to enjoy the thrill of making orchestral music.

**Trust Waikato Symphony Orchestra** - made up of dedicated local community musicians and offers a year-round calendar of concerts designed to excite and inspire audiences in different Hamilton locations and venues. By, with and for the community.

**OCT Ensemble** – professional musicians offering carefully curated performances and creative collaborations specifically aimed at broadening and deepening our connection to the wide range of audiences throughout the Waikato.

### **Marketing and Communications Co-ordinator**

Working alongside the Chief Executive, the Marketing and Communications Co-ordinator will take pride in sharing OC's story and celebrating the transformational potential of orchestral music experiences by shaping our marketing activity, external communications and developing our digital platforms.

This position will build meaningful relationships with diverse peoples with a drive to think creatively and collaboratively about how to grow engagement with our community and to help build the systems required to ensure OC's continued growth and success.

### **Key Objectives and Responsibilities**

#### **Marketing and Communications**

Supported by the Chief Executive, contribute to the development of the marketing and communications strategy of Orchestras Central, contributing to our audience engagement initiatives and the visual identity of the organisation and its four orchestras. Research, identify and implement new ways to engage with our community.

- Develop an annual calendar of marketing and communications activity.
- Coordinate and assist with delivery of online advertising and marketing campaigns related to concert activity and any development events.
- Develop, coordinate, and contribute to a quarterly e-newsletter and other enticing promotional audience mailings as required.
- Grow brand recognition and build connections in the wider community through bespoke and targeted communications and marketing activity.
- Gather and analyse the marketing results for reporting to the Orchestras Central Trust Board, external stakeholders, and funders.
- Create and co-ordinate print marketing such as programme booklets to meet audience engagement objectives.
- Monitor print and online coverage about Orchestras Central and its four orchestras and other activity.

## Social Media & Website

Contribute to and develop the online identity of Orchestras Central and its constituent orchestras, devising new and creative ways to engage with our audiences.

- Develop a digital marketing strategy and deliver scheduled actions in consultation with the Chief Executive
- Contribute to the development of the online identity of Orchestras Central devising new and creative ways to engage with our audiences.
- Create and curate content for our digital, social and audience mailing platforms, regularly maintaining and publishing engaging content across all social media channels.
- Assist with the management of the website.

## Other

- When requested prepare a marketing and communications report to the Chief Executive to distribute to Trustees for Orchestras Central Board meetings.
- Participate and work co-operatively as a team member of the OC Management Team.
- Assist the Chief Executive and/or other team members as required.

## Health and Safety

- Participate in special Health and Safety projects as required
- Uphold and actively promote all OC Health and Safety practices and policies

## Preferred Knowledge, Skills and Abilities

- Minimum of 6 months experience preferred in arts or general administration
- An understanding of delivering marketing / promotional campaigns
- Experience and understanding of various marketing platforms and best practices, including social media engagement channels
- Some graphic design skills / knowledge and experience of design software (ideally Canva, or equivalent) or willingness to upskill
- Knowledge of Microsoft Office, including Outlook, Word, and Excel
- Effective and well developed oral and written communication skills; ability to write in a fresh and engaging way, confident in communicating with a wide range of people and professional partners
- An understanding of researching and delivering organisational strategy
- A self-starter attitude and ability to independently advance tasks and projects, prioritise tasks, and meet deadlines
- Knowledge of the Waikato and its communities
- Enthusiasm for and experience of classical / orchestral music

## Working Conditions

### Hours and Location

The specific allocation of hours of work per week in agreement between the Employer and Employee.

The Orchestras Central Trust office is situated in the Gallagher Academy of Performing Arts, University of Waikato, however remote working is supported and a regular part of weekly operations, including online meetings online as required.

All new employees must present acceptable documents verifying identity and authorisation to be employed in New Zealand. You will also be required to undertake Police Vetting and to confirm the following self-declaration.

### Declaration: Working with children and young people

“Orchestras Central Trust is committed to safeguarding the welfare of children and young people and you may come into contact with children and young people as part of your contract with us. Any offer of employment with Orchestras Central Trust is therefore subject to a police vet and confirmation from you that you are not restricted from working with children and young people.”