

Auckland Choral Production & Marketing Manager – Job Description

Position: Production & Marketing Manager (2-year fixed term: part-time, approx. 80 hours per month)

Reports to: Artistic Director and Chair of the Management Committee

Location: Primarily work-from-home, with attendance required at some rehearsals, concerts, and meetings as scheduled

Liaises with: Management Committee (including Chairs of relevant subcommittees), Treasurer, Choir Manager, Librarian

Purpose of the Role:

The Production & Marketing Manager (PMM) supports Auckland Choral's artistic and organisational goals by coordinating concert production, marketing, and funding activities. The PMM works closely with the Artistic Director & Conductor and the Management Committee to ensure the choir's performances and public presence are delivered to a high professional standard.

Key Responsibilities

1. Production Management

- Assist in planning each concert season and maintaining the master schedule of performances and rehearsals.
- Contract and liaise with soloists, orchestral players, guest choirs, and other creative or technical personnel.
- Manage venue bookings, equipment hire, transportation, and stage setups.
- Oversee rehearsal logistics and ensure venues meet health & safety requirements.
- Coordinate production meetings, create run sheets, and provide on-the-day management for concerts.
- Work with the Treasurer to ensure production costs remain within approved budgets.

2. Marketing & Communications

- Plan and deliver marketing campaigns for each concert, including print, digital, and social media content.
- Write and edit marketing copy, interviews, and newsletter articles.
- Liaise with designers, printers, and media partners.
- Maintain and update website content (with support as needed).
- Monitor ticket sales and adapt marketing strategies as required.
- Support audience development and community engagement initiatives.

3. Funding & Stewardship

- Prepare and submit grant applications in consultation with the Funding Committee.
- Maintain relationships with funders, donors, and sponsors, ensuring appropriate acknowledgement and reporting.

- Oversee donor listings and complimentary ticket allocations.
- Explore new fundraising opportunities and partnerships.

4. Administration & Committee Support

- Prepare concise reports for the Management Committee and relevant subcommittees.
- Coordinate Front-of-House volunteers and ensure smooth audience experience.
- Maintain accurate contact databases (choir members, orchestra, soloists, funders, etc.).
- Attend Management Committee, Marketing, and Funding Committee meetings as required.
- Any other duties reasonably requested by the Artistic Director & Conductor or Management Committee Chair.

Skills and Attributes

- Strong organisational and communication skills with excellent attention to detail.
- Ability to work independently and manage multiple projects to deadlines.
- Experience in concert production and/or arts marketing.
- Familiarity with classical music and choral performance preferred.
- Competence in Microsoft Office and basic website and/or social media tools.
- Enthusiasm for working within a collaborative, community-based arts organisation.