



ROYAL NEW ZEALAND BALLET

About the RNZB

RNZB exists to enrich New Zealand communities and express who we are through ballet.

Since 1953 the Royal New Zealand Ballet (RNZB) has excited audiences and inspired communities across the length and breadth of New Zealand as well as internationally.

The company's repertoire includes 19th and 20th century classics as well as many commissioned works, including those by New Zealand choreographers and telling New Zealand stories. RNZB Education presents a lively and inclusive programme of community and education activities throughout New Zealand, including working in prisons.

The RNZB is funded through the Ministry for Culture and Heritage, Manatū Taonga, and through ticket sales, sponsorship, grants and personal donations. For more information please follow this link: [RNZB Strategic Plan 2025-2029.pdf*](#)

Job Description

Job Title:	Marketing and Communications Coordinator
Department:	Marketing & Development
Reports to:	Manager – Marketing and Audience Engagement
Reports:	n/a
Key Collaborators:	Manager – Marketing and Audience Engagement, Head of Audiences, Video Production, Ticketing Team, Development Team, Artistic Team, Education Team
Location:	This role is based in the RNZB offices in Wellington, some travel will be involved.

Purpose

Work closely with the Audiences team to promote RNZB's performances, programmes, and brand. This role is ideal for someone who is both creatively driven and highly organised, with a genuine interest in the arts and audience development.

Areas of Responsibility

- Support the planning and delivery of integrated marketing campaigns for performances, tours, and initiatives
- Coordinate and execute content creation across digital channels, including social media, email newsletters, and website updates

- Assist in managing RNZB's social media presence, including scheduling, publishing, and community engagement
- Collaborate with artistic, development, and external partners to gather and develop compelling content and stories
- Maintain marketing & content calendars and ensure campaigns are delivered on time and to a high standard
- Assist with promotional events, openings, and audience engagement activities
- Monitor campaign performance and prepare reports with insights and recommendations
- Support media relations activities, including creation and coordination of press materials
- Undertake administrative tasks including asset management, supplier coordination, and budget tracking
- Work with the RNZB's portfolio of cash and contra sponsors to ensure that contractual benefits including programme advertising, logo branding in RNZB publications and online platforms, presence in social media, third party promotions and direct offers promoted via RNZB e-communications are delivered
- Seek out, manage and execute collaborations with various community and venue partners
- Undertake any other reasonable requests made by the Manager – Marketing and Audience Engagement
- Liaise with other RNZB Departments as required to ensure good communication and effectiveness across the organisation.
- Abide by all RNZB our Code of Conduct and our Ngā Mātāpono - Organisational Values and any other applicable policies and procedures

About You

- 1–3 years' experience in a marketing, communications, or content coordination role
- Excellent written and verbal communication skills
- Highly organised, with the ability to manage multiple priorities and deadlines
- A collaborative approach and confidence working with a range of stakeholders
- Experience with social media platforms, ads platforms and digital marketing tools
- Attention to detail and a proactive, solutions-focused mindset
- Experience with common design programs (e.g., Canva or Adobe Creative Suite)

Desirable Skills & Experience

- Experience in arts, entertainment, or not-for-profit sectors
- A strong interest in the performing arts and storytelling
- Familiarity with CRM or ticketing systems
- Understanding of audience engagement and content marketing