



## About the RNZB

Founded in 1953, the Royal New Zealand Ballet is New Zealand's national ballet company. The RNZB is based in Wellington and tours throughout New Zealand and internationally, presenting at least 70 performances a year. The company's annual subscription season takes classical and contemporary ballets to theatres in nine main centres, while regional tours takes small-scale works to more than a dozen smaller centres.

RNZB exists to enrich New Zealand communities and express who we are through ballet. The company's repertoire includes 19<sup>th</sup> and 20<sup>th</sup> century classics as well as many commissioned works, including those by New Zealand choreographers and telling New Zealand stories. Our Education and outreach programme presents a lively and inclusive activities throughout New Zealand reaching over 40,000 people each year.

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: <https://rnzb.org.nz/about/our-organisation>.

## Job Description

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<b>Job Title:</b>	Head of Audiences
<b>Department:</b>	Marketing
<b>Reports to:</b>	Executive Director
<b>Reports:</b>	Manager – Marketing and Audience Engagement, Ticketing Lead, Ticketing and Data Coordinator, Marketing & Communications Executive, Video Production, and Publicist.
<b>Key Internal Collaborators:</b>	Marketing and Sales team, Publicist (Contract role), Executive Director, Artistic Director and other colleagues from the RNZB's artistic and administrative departments, including dancers and the RNZB Board.
<b>External stakeholders:</b>	Audiences, external contractors, RNZB media buyer, representatives of the RNZB's key media partnerships (print, television, radio), venue contacts including overseas venues if required, design agencies and RNZB suppliers including ticketing agencies, photographers, printers and web agencies.
<b>Contract Type and Hours:</b>	Permanent - Fulltime
<b>Location:</b>	This role is based in the RNZB offices in Wellington.
<b>Travel:</b>	Some travel will be involved.

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## **Purpose**

To manage marketing operations for RNZB, providing leadership in public relations, brand and audience development strategy; increasing income from ticket sales; and ensuring the RNZB's positioning and profile in New Zealand and overseas is maximised. The primary purpose of this role is to place audiences at the heart of our operations and ensure that their perspective is closely reflected in our work.

This is a newly created, senior position, working closely with the Executive Director. The incumbent will be part of the senior management team taking part in important decisions affecting the future direction of the RNZB.

## **Areas of Responsibility**

### Marketing and PR Strategy

Develop and deliver strategy to drive forward all aspects of marketing; demonstrating a clear and effective approach to increasing revenues from tickets sales and promotions, developing the brand and raising the profile of RNZB both nationally and internationally and defining key messages to underpin media relations.

Develop pricing and yield management strategies that earned income from ticket sales, ensure best use of capacity and retain accessibility.

Lead in the development of RNZB's brand strategy across all touch points, ensuring that our values are well reflected in our communications.

### Audience Development and Engagement

Develop and put in place targeted audience development strategies to incentivise and grow sustainable audiences for the future as well as building customer loyalty through repeat and early booking.

Ensure that research and evaluation is built into company processes so that data-led strategies inform our engagement with current and potential audiences.

Ensure that the outputs of the RNZB are communicated to best effect working closely with Education and Development to ensure they are fully supported.

### Leadership

Provide leadership to the department, setting clear objectives and ensuring the work of the audiences team reflects both the company's values and best practice in all aspects of communications.

Provide effective management of marketing, media and sales staff. Putting in place efficient systems to meet deadlines, achieve income targets and attain media relations' objectives.

### External relationships

Responsible for managing relationships with the RNZB's key stakeholders; ensuring the best interests of the RNZB are served in line with strategy.

### Reporting and Budgeting

Set financial targets in consultation with the Executive Director. Create and manage the communications budget ensuring resources are used effectively to offer maximum ROI.

He/she will be accountable for achieving targets and staying within budget.

The Head of Audiences will report regularly to the Board as directed by the Executive Director.

### Digital Development

The Head of Audiences will be pro-active in growing RNZB's digital footprint and potential revenue generating opportunities which will arise from this, working with teams across the organisation to maximise the potential for digital engagement and access.

The Head of Audiences will lead RNZB's investment in digitally native work to develop our artform and audience relationships and create space for experimentation so that technological developments can be harnessed in service of our aims.

### Representing the RNZB

The Head of Audiences may be expected to represent the RNZB publicly, being aware of the wider issues and deputising for the Executive Director as required.

### **Essential Experience and Skills:**

- Educated to degree level or equivalent.
- Minimum five years experience in managing and promoting well recognised brands, preferably with experience in the arts/cultural sector.
- Exceptional management and interpersonal skills with an ability to influence and negotiate effectively.
- Understanding of selling tickets/products on a show-by- show basis, revenue management and audience growth and trends.
- Ability to comprehensively navigate media relations.
- Comprehensive knowledge of digital and technology tools and usage for audience growth, including social media and online platforms.
- Demonstrable strategic ability with a target driven and audience-focused approach.
- Experience reporting to Board level.
- Well-developed creative vision and a flair for writing.
- A calm and level-headed approach, with an ability to manage multiple priorities.
- Passion for ballet and the arts.