

WAIHEKE COMMUNITY ART GALLERY POSITION DESCRIPTION	
<b>Position Title: Marketing and Development Manager</b>	<b>Reports to: Director, Waiheke Community Art Gallery</b>
<b>Job Status: Full Time Fixed Term</b>	<b>Direct Reports: None</b>
	<b>Date: August 2025</b>
Job Purpose	
<p>The Marketing and Development Manager reports to the Director and is responsible for the management of the marketing and membership coordinator. This is a hands-on role, responsible for the development and delivery of the marketing and sponsorship strategy and programme for Waiheke Community Art Gallery (WCAG) and Sculpture on the Gulf (SOTG), including content development, social media, EDM marketing, and website.</p> <p>With the support of the Director, this senior role will act as a Second-in-Command (2IC) to the Director, with a willingness and ability to oversee the operational running of the business as required.</p>	
Job Context	
<p>Waiheke Community Art Gallery has as its vision 'To connect people through art.' With the mission 'To foster and promote Waiheke as a creative island.'</p> <p>The Marketing, Sales and Fundraising Manager works closely with the Director to develop and deliver the organisation's marketing and fundraising programme across all activities, including WCAG and SOTG exhibitions, events, and public programmes. The role will develop and build strong, trusting, respectful relationships with our members, donors, sponsors, charitable trusts, foundations and funding agencies.</p> <p>Through increasing self-generated revenue and funding sources, this role will support financial sustainability for the organisation. The Gallery's reputation and performance will be enhanced through this role's strong relationships across the organisation and externally, amongst stakeholders and professional colleagues.</p>	
Relationships	
<u><b>External</b></u> Community Iwi Local businesses and suppliers Media Sponsors, Benefactors, Patrons, Members Auckland Council and Waiheke Local Board Funding agencies Galleries, Museums, Tertiary and Cultural Institutions	<u><b>Internal</b></u> WCAG Board Subcommittees All Staff, Volunteers, and contractors

Job Duties
<p><b>Primary responsibilities</b></p> <ul style="list-style-type: none"> <li>• This is a hands-on role leading our marketing, sales, sponsorship and fundraising team comprising our in-house marketing coordinator (part-time), exhibitions and retail assistant and volunteers, along with support from the Director.</li> <li>• Increase revenue across exhibition and retail sales, through marketing, PR and sales training.</li> <li>• Identify and secure partnership and philanthropy opportunities to ensure financial sustainability for WCAG and SOTG, including partnership proposals, development appeal, collateral content and materials.</li> <li>• Create content for marketing channels using internal and external resources.</li> <li>• Develop and manage social media and EDM marketing, including scheduling, content, proofing and analysis.</li> <li>• Develop and manage WCAG and SOTG websites, including managing content, updates and performance.</li> <li>• Develop fundraising and longer-term development initiatives to support revenue growth, including the annual fundraiser, biennial House Tour and Sculpture on the Gulf.</li> <li>• Manage relationships with marketing and PR agencies, media, and suppliers.</li> <li>• Manage contracts with suppliers and sponsors.</li> <li>• Support the Director to manage relationships with individual prospects, donors, and key internal and external stakeholders, developing and maintaining their interest in WCAG and ensuring their appropriate acknowledgement.</li> <li>• Maintain donor records within the integrated CRM respectfully and confidentially.</li> <li>• Manage cultivation and stewardship events.</li> <li>• Assist the Director in managing the Marketing and Fundraising budget and contracts, including monitoring expenditure and obtaining value for money.</li> <li>• Develop and monitor benchmarked key performance indicators to ensure the consistent delivery of manākitanga and exceptional customer service.</li> <li>• Assume responsibility and report directly to the Director.</li> <li>• Availability to work varied hours and weekends.</li> </ul>
<p><b>Relationship and stakeholder management</b></p> <ul style="list-style-type: none"> <li>• Work with the Director to develop and implement a stakeholder engagement plan for WCAG and SOTG, including creation of proactive and reactive communications materials and media interface.</li> <li>• Enhance relationships and the reputation of WCAG and SOTG through positive public stakeholder engagement and communications.</li> <li>• Manage external and internal stakeholder interests through the appropriate management of expectations and agreed objectives.</li> <li>• Undertake continuous analysis of stakeholder environment, competitive environment, and market trends.</li> </ul>
<p><b>Operational management</b></p> <ul style="list-style-type: none"> <li>• Identify and be the proponent for marketing, sales, sponsorship and fundraising systems process improvements; implement and deliver systems and practices that support the achievement of the WCAG goals.</li> <li>• Set clear objectives and measurable performance standards for marketing, sales, sponsorship and fundraising, monitor and report results.</li> </ul>

<b>Financial and information management</b> <ul style="list-style-type: none"> <li>• Monitor financial performance against budget.</li> <li>• Maintain accurate records and timely reporting.</li> <li>• Continually review work practices, productivity, and cost control to optimise efficiency.</li> <li>• Ensure value for money in administration (e.g., travel, printing, stationery, consumables) and other services and processes.</li> </ul>
<b>Brand and Marketing</b> <ul style="list-style-type: none"> <li>• Work with the Director to develop and implement strategies for promoting the WCAG and SOTG brand, artistic programme, and other activities, including maximising revenue from sales and ticketing.</li> </ul>
<b>Cultural awareness</b> <ul style="list-style-type: none"> <li>• Proactively engage with a wide range of cultures and associated traditions.</li> <li>• Understanding of appropriate tikanga and the organisation's obligations to Tiriti o Waitangi and the cultural environment.</li> </ul>
<b>Skills, Knowledge and Competencies</b>
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualification in Marketing.</li> <li>• Minimum 4 years of work experience in a similar role, with marketing and fundraising experience.</li> <li>• Fully competent with MS Word, Excel and Outlook.</li> <li>• Experience in using website content management software (CMS).</li> <li>• Experience in using email marketing (EDM) software.</li> <li>• Experience managing Social Media channels, including Social Media advertising.</li> <li>• Experience updating and managing customer databases.</li> <li>• Strong verbal and written communication skills with the ability to write and edit copy.</li> <li>• Highly organised with an ability to meet multiple deadlines while prioritising work from several sources.</li> <li>• Self-motivated, enthusiastic and with the ability to work individually and in a team.</li> <li>• Eye for detail – constant proofing with a very high standard of accuracy.</li> <li>• Creative, with an interest in Art and Design.</li> </ul> <p><b>Attributes:</b></p> <ul style="list-style-type: none"> <li>• Well-spoken; approachable; resilient; analytical; high personal standards and integrity.</li> <li>• Politically savvy and action-oriented.</li> <li>• The position holder will hold reputational standing, expertise and personal values committed to supporting and enhancing diversity, community engagement, and an enduring future with alignment to the WCAG vision, mission, and values.</li> </ul>