



Auckland Pride

Role: Digital Producer

Reporting to: Executive Producer

Salary: \$85,000

Full-Time Permanent Employment

Location: 281 Karangahape Road, Auckland CBD

He Angitūtanga: The Opportunity

Auckland Pride is seeking a dynamic and creative Digital Producer to join our team. The Digital Producer will be responsible for developing and managing digital content that tells our story, builds a meaningful archive, enhances our presence, engages our community, and supports our advocacy and event initiatives. This role requires a strategic thinker with strong technical skills and a passion for storytelling within our Takatāpui and Rainbow Communities.

As this is a newly established role within the organisation, the responsibilities outlined may shift as the role is embedded into the organisation. The expectation is that the Digital Producer will be flexible with this process and be prepared to get involved in every area of the organisation.

Ngā Whetū: Our Goals

Key goals for the role are to:

- Contribute to a workplace that is professional and positively reflects the values of the organisation within the work.
- Develop the unique kawekawe (culture) of the organisation to create a positive experience for the Auckland Pride artists within our Owned Programme, Te Tīmatanga, Pride Elevates & Pride Connects and Open Access Artists.
- Ensure Auckland Pride's initiatives and pursuits are informed from a story-telling and archival lens from the outset.
- Ensure a streamlined Online & In-Person Festival Registration Process, and the successful delivery of the Auckland Pride Print Programme.
- Work with key Creative, Publicity & Media Partners to ensure streamlined communications.

Key Responsibilities

Content Creation and Management:

- Produce, and manage high-quality digital content across multiple platforms including social media, website, email newsletters and print.
- Collaborate with our Creative and Media Partners to ensure consistent messaging and branding.
- Oversee the production of multimedia content including videos, graphics, podcasts and articles.
- Manage the Queer Agenda, off season event calendar and relevant promotional materials and initiatives.

Digital Strategy:

- Build a comprehensive digital strategy that aligns with Auckland Pride's mission, vision, values and goals.
- Analyse digital trends and audience insights to optimise content and engagement.
- Manage and grow Auckland Pride's membership through innovative digital campaigns.
- Deepen and grow Auckland Pride's relationship with our partners, through stronger story-telling and key initiatives.

Event Support:

- Provide digital support for Auckland Pride Owned Programmes and Open Access events, including live streaming, event promotion, and post-event content.
- Coordinate with the Executive Producer and Event Organisers to create digital content that enhances the overall event experience.
- Ensure the legibility and comprehension of Festival Programmes.

Community Engagement:

- Foster a vibrant online community by engaging with followers, responding to inquiries, and facilitating discussions.
- Lead and Direct creative shoots and initiatives, ensuring that our artists feel supported, understood and seen.
- Implement initiatives to increase participation and representation of underrepresented groups in our digital spaces.

Technical Oversight:

- Manage Auckland Pride's website, ensuring it is up-to-date, user-friendly, and accessible.
- Manage Auckland Pride's monthly EDM, ensuring it is up-to-date, user-friendly, and accessible.
- Ensure all digital content adheres to best practices in SEO, accessibility, and usability.

Qualifications & Experience

We invite passionate and dedicated individuals to apply for the role of Digital Producer at Auckland Pride. If you have a background in digital production or digital marketing and a commitment to promoting identity, belonging, social justice, and arts advocacy, we encourage you to consider this opportunity. Auckland Pride values diverse candidates and strives to create an accessible and supportive environment for career development and growth. While we are seeking an ideal candidate with a blend of the qualifications and experience outlined, we are eager to hear from anyone who shares our vision and enthusiasm for creating a vibrant and inclusive festival.

Join us in shaping the future of Auckland Pride and making a meaningful impact in our communities.

- **Proven Experience:** 3+ years in digital production or digital marketing, with a track record of successfully managing digital content and strategies.
- **Technical Skills:** Strong technical skills in digital content creation, web management, and social media platforms. With experience working in the following apps and programmes or similar, Google Analytics, Meta Business Manager, Capcut, Webflow, Figma, Adobe Suite, Mailchimp.
- **Stakeholder Management:** Experience working on campaigns with designers, printers, advertisers, media outlets, videographers and/or photographers.
- **Following Systems and Processes:** Excellent organisational skills, in establishing systems and processes.
- **Community Engagement:** Experience in engaging with diverse communities, including Takatāpui, MVPFAFF, Queer Pasifika, and Rainbow Communities, ensuring their representation in digital spaces.
- **Flexibility:** Ability to adapt to evolving responsibilities and actively participate in all areas of the organisation as needed.
- **Communication:** Excellent verbal and written communication skills, with the ability to build strong relationships with external producers, venue partners, artists and creative partners.
- **Cultural Competency:** A deep commitment to honouring Te Tiriti o Waitangi by fostering strong relationships with whanau, hapu, and iwi, and creating space for Māori to exercise their tino rangatiratanga. Demonstrated understanding and application of tikanga Māori, including embedding whanaungatanga, manaakitanga, and rangatiratanga in all activities.