



Festivals and Markets Executive

Aronga | Our purpose

To build on New Zealand's legacy of excellence in filmmaking and unleash exceptional creativity.

Te ara | Way

By investing in creativity and consistently delivering quality that lasts generations.

Putanga | Impact

New Zealand films will capture the imaginations of audiences in Aotearoa and around the world.

Tō Kaupapa | Your purpose

The Festivals and Markets Executive is responsible for leading the logistical arrangements for NZFC participation in selected film festivals and markets each year. The Festivals and Markets Executive provides guidance and support on film festival submissions and undertakes activities to support film maker participation at approved festivals. The Festival and Marketing Executive also assists the Marketing and Communications Executive with marketing activities and the development of promotional material as required.

Tō Mahi | What you do

You are accountable for

- Developing the project plan setting out all activities and the responsibility for those activities to support the NZFC's annual participation at selected film festivals and markets. This may require travel to some festivals and markets.
- Completing all necessary tasks to support the successful participation of the NZFC at the nominated film festivals and markets.
- In conjunction with the Head of Attraction and Marketing, the filmmakers and market partners, determining the festival submission strategy for films.
- Supporting filmmakers and market partners (as applicable) with festival and market participation.
- Preparing NZFC marketing collateral for festival and market presence.
- Organising and coordinating special events or programmes at embassies, diplomatic posts, film festivals and markets to showcase NZ films.
- Managing engagement with international film festivals and international sales agents.
- Assisting the Marketing and Communications Executive to execute marketing campaigns to promote NZ Films and events that we hold for the purpose of promoting NZ film as required.

- Ensuring that our marketing and promotional activities locally and internationally are culturally appropriate, that Te Ao Māori is respected, and that our commitments as a Treaty partner are advanced.
- Contributing to the achievement of our Te Rautaki Maori strategy. Ensuring our Te Rautaki Māori objectives are delivered on through the support we provide to the industry and the decisions we make.

You achieve this by

- Working inclusively, respecting and valuing the diversity and uniqueness of team members, our people and stakeholder community.
- Modelling and promoting the values and vision of the New Zealand Film Commission and the expectations from the Code of Conduct.
- Working in partnership with Māori as a Treaty partner, embracing Te ao Māori concepts and practices, and appropriately observing tikanga and kawa through our engagement.
- Sharing your knowledge and expertise to actively build the capability of others and providing stretch opportunities to enable that growth.
- Working collaboratively with colleagues to support the collective achievement of our goals.
- Building strong credibility with the Board, our team and our stakeholder community.
- Managing risk, identifying where it exists, and actively working to mitigate the risk.
- Ensuring there is a healthy and safe workplace and working environment for our people.
- Contributing to the sustainability of the NZFC by actively reducing our carbon footprint, supporting all NZFC sustainability initiatives, and conserving NZFC resources through the adoption of more efficient ways of working.
- Ensuring that you are aware of and comply with the requirements of the Public Records Act 2005 in relation to all official NZFC documents and communications you are responsible for on behalf of the NZFC.

Tō Turanga | Where you belong

You report to:	Head of Attraction and Marketing
Location:	Auckland
You lead a team of:	This position has no reporting kaimahi staff

Tō haerenga ki te angitu | Your journey to success

Behavioural Capabilities

We are passionate about our role as an industry leader and a screen production funder, and we are committed to the success of our people who work to support our vision. To be successful in this position you will have demonstrated the following capabilities:

- **Working with influence.** I communicate in a clear, persuasive, impactful, and inspiring way to convince others and to create support for our strategic direction. I adapt my approach and style to my audience.
- **Working inclusively.** I am respectful of others and their differences, and the contributions they make. I recognise we all have differing worldviews and seek information from those with differing views to inform my work. I work in ways that foster inclusivity and create space for discussion, I role model inclusive behaviour and mitigate my own biases. I give effect to the commitments we have made in the Diversity and Inclusion strategy.

- **Engaging others.** I connect with people in a way that builds trust and effective relationships. I share ideas and information with people, and I am respectful of others and their perspectives.
- **Embracing technology and a digital environment.** I support and drive successful adoption of technology solutions that improve business processes and outcomes for our stakeholders.
- **Enhancing organisational performance.** I drive innovation and continuous improvement to sustainably strengthen long-term organisational performance and improve outcomes for stakeholders.
- **Enhancing the stakeholder experience.** I understand the needs of our diverse stakeholders and apply this understanding to drive how we work to support stakeholders.
- **Enhancing the Māori Crown relationship.** I understand the importance of our work to the Māori Crown relationship. I recognise, and encourage others to recognise, the value of applying Te Ao Māori to our work. I observe tikanga Māori appropriately when engaging with the Māori film community. I actively work to develop my te reo Māori capability. I actively give effect to Te Rautaki Māori strategy to drive the achievement of our objectives.
- **Managing and using knowledge and data.** I review and learn from patterns and trends in data in a way that supports us to identify opportunities and improvements. I systematically capture, share, develop, manage, and use knowledge and data and insights in a way that adds value, improves connections and performance, supports decision-making, and mitigates risk.
- **Making effective, evidence-based decisions.** I demonstrate drive, ambition, optimism, and delivery-focus to make things happen and achieve ambitious outcomes. I generate and/or gather the right evidence, information and/or data from the right sources to make quality decisions. I identify and analyse root issues or challenges. I develop strategies that honour our commitments as a Treaty Partner. I consider, identify and manage risks when acting.
- **Working to achieve outcomes.** I bring together resources (people, funding, material, support) to get things done. I orchestrate multiple activities simultaneously to accomplish goals and record information to create supporting processes for the future. I accurately scope out the length and difficulty of tasks and projects, break down work and proactively plan for problems and roadblocks. I communicate clearly with others about what I am doing.
- **Showing curiosity.** I show curiosity, flexibility, and openness in analysing and integrating ideas, information, and differing perspectives to make fit-for-purpose decisions. I demonstrate good judgement about which innovative tools, ideas and resources will work for NZFC.

Specialist Technical Capabilities

To be successful in this position you will have:

- Experience in marketing/sales/promotion, ideally in relation to media, film or the arts.
- Knowledge of international and domestic film festivals.
- Proven ability to build strong relationships.
- Experience with critical path and project planning with the ability to focus on detail, experience successfully managing project logistics.
- Something to acknowledge strategic thinking and planning around film festival entries and NZFC presence at them – collaborative and mutually beneficial for filmmakers and NZFC