



ABOUT WORLD OF WEARABLEART (WOW)

At the heart of WOW is an internationally renowned wearable art competition which attracts entries from around the globe each year. The astonishing works of wearable art created by designers and then selected by the judges go on to take the stage in the annual WOW Show, which attracts an audience of close to 60,000 people. WOW also has the privilege to house and care for an incredible collection of past garments which are showcased through exhibitions, live events, and other activations.

LOCATION:

Wellington

PURPOSE:

To support the WOW Marketing Team across digital content, merchandise development, partnership activity, ticketing campaign, and content production.

REPORTS TO:

Marketing Manager & Digital Content Manager

DIRECT REPORTS:

N/A

KEY RELATIONSHIPS:

Internal

Head of Marketing, Graphic Designer, Ticketing Manager, Partnerships Manager, Competition & Production teams, Show Merchandise Manager, Head of Finance & Business Services

External

Agency suppliers, Merchandise suppliers, WOW Partners, Designers, Photographers & videographers, Printers

KEY RESPONSIBILITIES

Digital Content

- Liaise with the Digital Content Manager, Marketing Manager, Ticketing Manager, Competition Manager and web agency to deliver content updates and landing pages required for worldofwearableart.com. Assist with SEO and AI optimisations.
- Support the Digital Content Manager on digital content workflow and requirements planning.
- Build and test emails for WOW Show and WOW Competition.
- Social community management and content scheduling.
- Content creator liaison and hosting.
- Support the Digital Content Manager and content agency with content development.
- Support the Digital Content Manager on digital analysis and reporting.

Merchandise Range Development

- Work with Head of Marketing and Marketing Manager to present analysis and recommendations for WOW Merchandise.
- Source suppliers, obtain quotes and place orders, ensuring established delivery deadlines and product quality are met.
- Facilitate the design briefing, feedback and production of the WOW Show branded merchandise range, liaising with key stakeholders on concepts and sign offs.
- Use sales data and supplier quotes to develop recommended range in keeping with cost and sales goals.
- Ensure non-sales merchandise requirements (partners, volunteer gifts, designer packs etc) are accounted for and arrange distribution as needed.
- Assist the Marketing Manager with the production and publication of the WOW Show Programme. This may include copyrighting, proofing, and sourcing of content and partner ads.
- Ensure contracts/agreements are in place with suppliers that outline order details and deadlines.

	<ul style="list-style-type: none"> • Liaise with WOW designers and the Competition team around IP and the use of garment artwork. Support Competition with any associated contract requirements. • Brief Show Merchandise Manager on the range and stock, supporting any supplier communications and reporting as needed. • End of season report on merch performance and sales.
Online Store Management	<ul style="list-style-type: none"> • Manage loading and stock management of the online WOW Store content. • Manage sales and distribution of merchandise Items via online WOW Store post-show. • Recommend and run any retail promotions to shift stock post-show. • Work with Digital Content Manager to identify and deliver improvements to online store experience and performance.
Partnership Activation	<ul style="list-style-type: none"> • Assist the Partnerships & Development Manager with the delivery of partner activations and partner reporting. • Assist in the development and proofing of partner contracts.
General Marketing & Administration	<ul style="list-style-type: none"> • Design and image resizing support. • Assist with content management, including filing and labelling of imagery, logging footage, image library management. • Support the Marketing Team with administration tasks as needed. This may include drafting and proofing contracts, pulling together presentations, organisation of activations or events, hosting talent or partners, packing goodie bags, assisting with content and logo use sign off, dispatching prizes and other team support needs.
Other	<ul style="list-style-type: none"> • From time to time, support with other duties as reasonably required, including ticketing on-sale and general enquiries.

EXPERIENCE	
Education, Experience and Person Profile	<ul style="list-style-type: none"> • Degree in marketing, communications, or design an advantage.

Attributes

- Experience in marketing, design, or retail product development.
- High-level of attention to detail and eye for design.
- Excellent time management and organisational skills.
- Creative thinker.
- Takes ownership and delivers to a high standard.
- Solutions-focused and adaptable.
- Tech-savvy, including experienced or comfortable in the use of digital tools such as web CMS systems, email marketing, social media scheduling tools and Canva.
- Great with numbers, commercially savvy and solid in Microsoft Excel.
- Strong verbal and written communicator.
- Great interpersonal skills, works well in a team environment.

OUR PURPOSE

Our purpose is why we exist, why we come into work, and what we provide to people and the world.

“To create awe-inspiring encounters with a world of WearableArt”

OUR VALUES

Our values are a set of guiding principles and beliefs that help us function together as a company with shared intention.

We do awe

We're in the business of emotion. We evoke wonder, excitement, curiosity, and collective effervescence. We push the boundaries of what's possible and create a platform for others who do the same.

Collaborate with care

We match high expectations with high support, lifting each other up, as well as those we encounter. We're open to others' points of view by default, and challenge with respect. We grow together and consider the collective.

Champions for creativity

We're here for the makers of the world, and the people they inspire. We don't just celebrate creativity; we advocate for it. We believe the world needs makers and creators, and are passionate about bringing art off the wall and onto the body – and presenting this in mind bending ways.

Honing our craft

We aim to attract, develop and be the best in our field. We take immense pride in what we do, and the platform we provide for the artists of the world. We're constantly curious and hungry for better, trying new things, solving problems, and discovering opportunities.

Good ancestors

We aspire to leave the world a little better than we found it. We do this through lifting up human creativity, respecting the mana of all cultures, and by reducing our negative impact on the planet. We're proud to honour Te Tiriti o Waitangi.