

WOMEN'S CRICKET 2021

COMMUNICATIONS MANAGER

Reporting to: Head of Marketing & Communications

Team: Marketing & Communications

Location: Auckland

Term: Fixed Term, Full Time

WHO WE ARE

In 2021, New Zealand will host the ICC Women's World Cup for the 3rd time, and the 12th instalment overall. This is the pinnacle of women's cricket globally and an opportunity for you to join the team behind the tournament. In 2017 over 180 million people watched the tournament, and this audience will increase in 2021 with all the matches broadcast live for the first time. It is set to be the largest women's sporting event held in New Zealand, at the forefront of women's sport, and specifically women's cricket globally.

OUR VISION

Our vision for the tournament is to 'Own the moment and lead the change', through the following objectives:

- Connect with the world
- Entertain the world
- Inspire the world
- Excellence in our world

WHERE YOU FIT

The Communications Manager is part of the Marketing & Communications team and will work closely with the Head of Marketing & Communications, and wider team, to deliver the event to ICC and Local Organising Committee (LOC) requirements. You will be primarily responsible for the development, coordination, implementation and evaluation of communication strategies and activities, with the ultimate objective of maximizing engagement, ticketing sales, and attracting new audiences to cricket. You will have relationships with all internal functional areas, and external stakeholders including the ICC, NZC, NZ cricket network, venues, host cities and suppliers.

YOU'LL LOVE THIS JOB IF ...

- You are passionate about cricket or sport
- You are a natural problem-solver and self-starter
- You have strong communication and listening skills
- You are highly organised and can plan and prioritise your time
- You are calm and pragmatic under pressure
- You strive to go above and beyond expectations

SPECIFICALLY, IN THIS ROLE YOU'LL BE ...

- Designing, planning, implementing and evaluating the communications strategy, aimed at promoting fan engagement and increasing ticket sales
- Working alongside the ICC and our marketing and digital manager regarding editorial and messaging, including printed material and website development and management
- Working in conjunction with the team managers to design, plan, implement, monitor and evaluate the engagement programme including leverage and legacy
- Supporting the marketing and ticketing functions and campaigns, helping to devise innovative engagement campaigns to drive ticket sales and attract audiences to matches
- Supporting the ICC in respect to any joint messaging and comms to ensure they are across our strategies and happy with our approach as required
- Supporting any PR or media requirements in terms of the delivery of key communications activities and assisting in the development and delivery of events

ADDITIONALLY, YOU WILL ALSO BE ...

- Providing detailed and timely reporting on progress with clear timelines
- Striving for world class standards across all areas for operational excellence
- Collaborating in cross organisation project teams and ensuring the needs of all areas are considered
- Managing expenditure within budget and highlighting any issues as necessary
- Achieving cost savings where possible and ensuring the event is efficiently run
- Managing and maintaining relevant internal relationships through all stages of operations
- Developing and maintaining key external stakeholder and third-party partnerships
- Nurturing these functional relationships and fostering a spirit of teamwork and cooperation

YOU'LL HAVE ...

- Experience driving fan engagement and communications for major events
- Experience managing and influencing internal and external stakeholders
- Strong database, website management and analytical skills
- Excellent professional written and verbal communication skills
- The legal entitlement to work in New Zealand

YOU'LL RECEIVE ...

- A competitive salary, 20 days annual leave and KiwiSaver contributions
- Fresh fruit delivery twice a week, and drinks and snacks on a Friday afternoon
- Annual flu injections and access to the Employee Assistance Programme (EAP)