

# Job Description



<b>TITLE OF POSITION:</b>	<b>Super Smash Social Media and Communications Lead</b>
<b>POSITION TYPE:</b>	<b>Contract, Full Time Contractor</b>
<b>TEAM:</b>	<b>Audience and Growth</b>
<b>REPORTS TO:</b>	<b>GM Audience and Growth</b>
<b>LOCATION:</b>	<b>Auckland</b>
<b>DATE ESTABLISHED:</b>	<b>October 2019</b>

## NZC

Cricket is New Zealand's premier summer sport with 170,000+ people currently playing the game, making it one of the most widely played sports in the country.

NZC's vision is focused on ensuring cricket is a game that can be played anywhere, by anyone. Whatever their circumstances, New Zealanders will be given every reason to celebrate and engage with cricket as their game.

We have a high-performance culture, underpinned by quality people, systems and facilities, helping to produce winning BLACKCAPS and WHITE FERNS who inspire the nation and represent the best of New Zealand's values and culture.

Cricket is one family, with quality and consistency that nurtures the game at all level and provides pathways towards success on the international stage. NZC takes a global approach and perspective to our activities for the betterment of the game in New Zealand. We're a passionate and enthusiastic organisation committed to living and breathing our purpose: connecting New Zealanders through our spirit of cricket.

## PURPOSE OF THE POSITION

To lead and activate all digital channel activity and league communications for the Super Smash competition that provides continued growth of the competition's footprint in New Zealand and internationally.

The role will be responsible for creating content for the Super Smash and team channels as well as mainstream media through; social, web, EDM, video and editorial.

As the Super Smash Social Media and Communications Lead you will work closely with Major Association and Super Smash team communications and marketing teams to provide on ground media and content support throughout the Super Smash competition.

## Prime Responsibilities

<b>Responsibilities:</b>	<b>Expected Outcome:</b>
<i>Digital Channel Management</i>	<ul style="list-style-type: none"><li>• Responsibility for overarching content planning, writing and generation across all Super Smash channels (web, social, EDM) including photography, graphic design and videography</li><li>• Tracking and reporting on all digital activity to monitor growth across all digital metrics</li><li>• Manage social media advertising campaigns for the competition</li><li>• Collaborate with NZC and Major Association digital and marketing teams to ensure content is relevant and engaging</li></ul>
<i>Media and Communications Management</i>	<ul style="list-style-type: none"><li>• Development of media relevant copy, content, press releases and media advisories covering the Super Smash competition</li><li>• Have, develop and maintain strong and positive relationships with the appropriate media, including journalists, photographers and designers to ensure Super Smash is showcased throughout the competition window on mainstream media channels</li><li>• In consultation with NZC and Major Association communication teams, manage player requests for appearances with mainstream media</li><li>• Facilitate the provision and representation of high quality and accurate narrative to media agencies</li></ul>

	<ul style="list-style-type: none"> <li>Engage with media and broadcast rights holders to ensure effective management of daily content and the publishing of it for the competition</li> </ul>
<i>Health and Safety</i>	<p>Comply with all workplace health and safety obligations by meeting the requirements of the Health and Safety at Work Act. This includes:</p> <ul style="list-style-type: none"> <li>following all reasonable health and safety rules and instructions;</li> <li>taking reasonable care for your own health and safety at work and the health and safety of others;</li> <li>taking reasonable care that your acts (or omissions) do not adversely affect the health and safety of yourself or others;</li> <li>co-operating with any reasonable policy or procedure from NZC, including wearing any necessary personal protective equipment and clothing;</li> <li>reporting any potential or actual risks, injuries, work-related illnesses and incidents (including near misses) so NZC can investigate and eliminate or minimise harm or risk of harm.</li> </ul>

## WORKING EXPERIENCE:

- Ideally (3+) years' experience and success in Digital, Social Media and Communications role
- Proven relationships with mainstream media
- Proven success introducing innovative initiatives to maximise media engagement and cut-through
- Proven experience in media and all social digital platforms
- A solid understanding of the internal workings of a national sporting organization will be highly regarded
- A solid understanding of cricket

## SKILLS AND KNOWLEDGE:

<i>Technical Skills (Specific Job Skills)</i>	<ul style="list-style-type: none"> <li>Good knowledge of social media and digital tools and trends</li> <li>Experience in digital and social media community management</li> <li>Excellent written and verbal communication skills</li> <li>Ability to generate multi-media content</li> <li>Ability to record, edit and transmit video and audio files</li> <li>Adobe Photoshop, Illustrator, Premier and After Effects capabilities</li> <li>Fast learner with new technologies</li> <li>Ability to think laterally and provide a global view</li> </ul>
<i>Commercial Skills and Knowledge</i>	<ul style="list-style-type: none"> <li>An understanding of commercial and contract obligations</li> <li>Ability to build relationships and work effectively with agencies and other key stakeholders</li> <li>An understanding of and respect for, the roles, responsibilities and pressures of major stakeholders</li> <li>Drives for results and can be counted on to anticipate and resolve problems</li> <li>Ability to contribute to team budgeting, forecasting and financial management</li> </ul>
<i>People Management</i>	<ul style="list-style-type: none"> <li>Strong interpersonal skills</li> <li>Ability to influence others, with excellent team building, collaboration and partnering skills</li> </ul>

# Job Description



Office Skills	<ul style="list-style-type: none"><li>• An understanding and/or working knowledge of online content management programs</li><li>• Competent in the use of current Microsoft Office Suite products particularly Outlook, Word, Excel and PowerPoint and Internet protocols</li><li>• Maintains a high degree of accuracy in recording, checking documents and providing information</li></ul>
---------------	--

## QUALIFICATIONS AND REQUIREMENTS

### ESSENTIAL:

- Tertiary qualification in digital and/or communications studies
- Own laptop and phone
- Must be legally entitled to work in New Zealand
- Drivers Licence

## PERSONAL ATTRIBUTES:

- Commitment to NZC brand, culture and Values (Fun, Tenacity, Respect, Inclusivity, Optimism)
- Interest in sports with cricket knowledge a must
- Willingness to take ownership and be held accountable
- Ability to work efficiently on own initiative
- Ability to work effectively under pressure
- Would need to be prepared to travel with job demands
- Prepared to work on evenings and weekends in line with busy summer schedule
- Good team member and collaborative worker
- Eagerness to learn new marketing skills

## Delegations of Authority

Operational Expenditure	As per Delegated Authority Levels within NZC Board Manual and Delegated Cost Centre Managers list held by Finance
Authorisation to Hire	No
Authorised to sign Contracts	No

## Responsible For / Relationships:

No. of Staff	0
Internal relationships	All NZC Staff
External relationships	Wider NZC network, media, consumers

\_\_\_\_\_  
Signature of Job Holder

\_\_\_\_\_  
Date signed