



NETBALL
NEW ZEALAND

Digital Communications Manager

- Full time permanent role
- Based at Parnell, Auckland

Netball New Zealand, Netball's national sporting organisation has the responsibility for leading the development of the sport throughout New Zealand. Netball has a proud tradition of widespread participation and sporting excellence from grass roots Netball through to the Silver Ferns.

Through its role of developing and managing national programmes for participation, coaches, umpires and officials, Netball New Zealand aims for Netball to continue to be the sport of first choice for New Zealanders. Netball New Zealand works hard to support Netball's five Zones and 83 Netball Centres who deliver the game to its 140,000 registered members and 300,000 plus people who participate in the game annually, in New Zealand.

With a high profile, strong viewership and love for the game in New Zealand, Netball New Zealand's events and competitions provide the opportunities for kiwi's to connect with the game.

Netball New Zealand is committed to continue making significant investment in the growth and development of the game. The Silver Ferns, currently number two in the world, have a strong international competition programme and need to be supported by a world class high performance programme.

The primary focus of the Digital Communications Manager role is to lead and support the implementation of the strategic digital communications plan as well as manage all aspects of content creation. Reporting to the Head of Communications and Marketing, given the demands of this role and the nature of working in sport, work outside standard working hours will be required in the evenings and on weekends.

Key Communications responsibilities will include developing the digital communications plans for NNZ events teams and national programmes. Lead the digital platform strategy and roadmap development for all technology platforms (NNZ database, Member Management System implementation, Websites, Sportsground, Bracken) to ensure the ROI is enhanced.

Key Communications responsibilities will include developing the digital communications plans for NNZ events, teams and national programmes. Managing the strategy for our digital engagement platforms for fans across all our programmes. On the Content side, you'll create great netball content for all media platforms all the while driving social media interaction – this will include managing the streaming of NNZ events and distribution of content. The aim is to build relationships and platforms not just campaigns. You will oversee content across all digital touch-points, including email, social media, mobile, and web sites marketing efforts.

This role will be responsible for identifying the best current and emerging digital platforms for all engagement, sales and marketing efforts, and ultimately best engagement experiences for fans and drive ticket sales, memberships and viewership. As Digital Communications Manager you will be the advocate of the fan's engagement experience.

The successful applicant will have solid marketing, communications and media experience, be appropriately tertiary qualified, have strong relationship management skills, and have established networks with the New Zealand media. The ability to work under pressure all the while making great decisions is a must.

If you have the skills and experience we are looking for, we want to hear from you!

Please send your full CV in confidence to:

applications@netballnz.co.nz

A full job description is available on request to: applications@netballnz.co.nz

Applications close on Friday, 11 August 2017 at 5.00 p.m.