



# POSITION DESCRIPTION

<b>Position title</b>	Marketing & Content Coordinator
<b>Group</b>	Marketing
<b>Reports to</b>	GM Marketing and Relationships
<b>Direct Reports</b>	NA
<b>Position Type</b>	Part time (32hrs week) – Fixed Term until Mid-April 2025 *some evening and weekend work required
<b>Location</b>	Auckland, New Zealand
<b>Date</b>	August 2024

## Job Purpose

The purpose of this position is to connect with and inspire our audience, through innovative and creative content, helping us to:

- **Brand** - Create Loved and Respected Brands, driving Growth, Market Understanding and Brand Protection
- **Fan Engagement** - Create outstanding fan experiences that deliver New Fans (attending their first domestic game) and increase avid fans
- **Growth** - Drive growth in participation – players, coaches, umpires and volunteers
- **Commercial** - Increase Commercial Revenue, and drive positive engagement with existing partners

Along with the required creative skill-sets to conceptualise and implement content strategies across digital platforms. Our Marketing Coordinator will work closely with the General Manager, Marketing and Relationships for the promotion of cricket and of the Association by the implementation of clear communication plans that align to the digital strategy.

## Key Responsibilities

### Social Media

- Responsible for content creation and delivery on all social media channels, aligned to the content plan, with a keen eye for design and knowledge around photography, video-making and editing
- Responsible for executing engaging content and quality information that promotes our Aces, Hearts, and representative teams
- Take a story-telling approach to highlighting stories and initiatives within our community



- Take a story-telling approach to profiling our Aces, Hearts, and representative players, assisting in raising their profiles as players and people
- Lead the creation of content for Auckland club cricket, with a focus on Premier Cricket, in line with the marketing strategy
- Ensure that social media channels reflect all areas of Auckland Cricket through encouraging and educating staff members to provide meaningful content
- Responsible for ensuring that Auckland Cricket meets its obligations to New Zealand Cricket and commercial partners across social media channels
- Assist in delivering social media marketing and promotional campaigns
- Drive greater engagement and at the same time increase our fan-base across Auckland Cricket social media channels with a focus on our cricket community becoming Auckland Aces and Hearts fans
- Lead community communications and content moderation of Auckland Cricket social media channels

## Graphic Design

- Utilise the Adobe Suite to design a range of promotional materials to support the marketing plan
- Utilise templates for social media posts
- Assist in overall design collateral requirements across all areas of Auckland Cricket

## Website

- Responsibility for the update and maintenance of web content
- Ensure that the Auckland Cricket website provides an easily navigable and customer-focused experience
- Lead the education of Auckland Cricket staff in editing of the website
- Work closely with other staff to understand and capture key content for the website
- Post other stories as they arise and be the main point of contact for staff to post material

## Media

- Proactively engage with Auckland media and manage relationships to ensure Auckland Cricket has a presence in the mainstream media and strong relationships with key media personnel
- Handle all media enquiries and co-ordinate media opportunities
- Support and build the profile of the Aces, Hearts, and Auckland Cricket by leveraging key media relationships to increase exposure and engagement



- Along with the NZCPA, assist in the development of media skills for players to aid their ability to drive their own profile and Auckland Cricket's

## Written Content

- Produce written articles and media releases
- Assist in content creation for the Annual Report with support from Community and High Performance teams

## Content Execution

- Support the GM Marketing and Relationships to produce and maintain an annual content calendar which outlines content creation requirements and utilisation of Auckland Cricket's advertising assets (website, app etc).

## General

- Create and maintain statistical milestones archive for all representative cricket for the Annual Report
- Co-ordination of EDMs in line with marketing plan, including scheduling
- Assist in creating a unified Marketing & Communications strategy annually
- Assist in any other areas of the business, as required
- Assist in any other design requirements across Auckland Cricket
- Where required, assist in delivery of Super Smash home match days

## Key Relationships

External	Internal
<ul style="list-style-type: none"> <li>• Commercial Partners</li> <li>• Media</li> <li>• NZC</li> <li>• Clubs</li> <li>• Major Associations</li> </ul>	<ul style="list-style-type: none"> <li>• ACA Staff</li> <li>• ACA High Performance staff</li> <li>• Aces and Hearts players</li> <li>• Community cricket team</li> </ul>

## Person Specifications

Level of Education	Tertiary qualification or equivalent experience in marketing, and communications
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<p>Experience</p>	<p>Must Have</p> <ul style="list-style-type: none"> <li>▪ Qualification or Experience in a marketing and social media</li> <li>▪ A knowledge of the New Zealand sporting and cricket environment</li> <li>▪ Proven time management and project management skills</li> <li>▪ Experience in customer service or member servicing roles</li> </ul> <p>Nice to Have</p> <ul style="list-style-type: none"> <li>▪ Experience at delivering events</li> </ul>
<p>Key Attributes, Skills and Knowledge</p>	<p>Must Have</p> <ul style="list-style-type: none"> <li>▪ Video and photo editing skills utilising the Adobe Suite</li> <li>▪ Digital design experience utilising the Adobe Suite</li> <li>▪ With website content development</li> <li>▪ Experience with professional camera operation for both video and stills</li> <li>▪ Take an inclusive, global-first, and deeply human approach to creating content</li> <li>▪ Outstanding planning, organisation, and time management skills with the ability to prioritise and manage workload to meet deadlines</li> <li>▪ Ability to show initiative and take ownership of projects</li> <li>▪ A willingness to work flexible hours and occasional summer weekends to meet the demands of the job</li> <li>▪ Can effectively build and maintain networks and relationships with key stakeholders, service providers, and associated organisations</li> <li>▪ Build and maintain effective working relationships with colleagues and external stakeholders</li> <li>▪ Works collaboratively and co-operatively with others</li> </ul> <p>Nice to Have</p> <ul style="list-style-type: none"> <li>▪ Experience working with elite, professional athletes and players associations</li> <li>▪ Organic and curated design skills</li> <li>▪ An outgoing and confident personality with an ability to relate to people at all levels</li> </ul>
<p>ACA Values</p>	<p><b>We Are Inclusive</b> – We create an environment where everyone feels welcome.</p> <p><b>Relationships Matter</b> – We treat everyone with respect. We listen to understand.</p> <p><b>We Work Better Together</b> – We collaborate and support each other.</p> <p><b>We Follow Through</b> – We act, adapt and deliver on our commitments.</p>



## Acknowledgement of Position Description

Manager Name:	Signature:	Date:
Employee Name:	Signature:	Date: