

# Job Description

---

<b>Job Title</b>	Marketing and Communications Lead
<b>Organisation</b>	Harbour Sport
<b>Prepared</b>	June 2026
<b>Location</b>	Sports House, Stadium Drive, Albany
<b>Term</b>	Permanent, Part Time 20 Hours Week

## Background

Harbour Sport is the Regional Sports Trust for the North Harbour region, working with partners to help more people be active, more often. We support play, active recreation, and sport through collaboration with community groups, schools, councils, and sport organisations, with a strong focus on inclusion, wellbeing, and community connection.

### OUR UNDERPINNING VALUES

Harbour Sport is committed to honouring He Whakaputanga and Te Tiriti o Waitangi in our governance, operations and relationships.

#### **Manākitanga / Respectful care and support**

Manaaki i te katoa (Care for all) / Act with kindness and respect in every interaction.

#### **Rangatiratanga / Leadership with integrity**

Whakatika i te ara (Walk the right path) / Lead with truth, integrity, and courage, even when it's hard.

#### **Whanaungatanga / Inclusive connection and community**

Whakawhanaungatanga (Strengthen connections) / Create spaces where everyone feels seen, heard, and valued.

#### **Whakatauki**

Ehara taku toa i te toa takitahi, engari he toa takitini - Success is not the work of an individual, but the work of many.

## Job Purpose

Harbour Sport exists to strengthen communities through play, active recreation, sport, health and wellbeing.

The Marketing & Communications Advisor / Coordinator plays a key role in telling the stories of our communities, partners, programmes and people, while strengthening Harbour Sport's brand, visibility, engagement and reputation.

This role supports the delivery of marketing, communications and digital initiatives that elevate Harbour Sport's profile, support stakeholder engagement, promote participation, and communicate the impact of our work. The role is responsible for creating and coordinating high-quality, audience-focused content across digital and non-digital channels, ensuring Harbour Sport communicates clearly, consistently and professionally.

The role also contributes to campaign delivery, internal communication support, event promotion, stakeholder engagement and brand alignment, while using insights and analytics to improve reach, engagement and effectiveness.

## Key Accountabilities and Areas of Role

### 1. **Storytelling and Content Development**

- Create and curate high-quality, engaging and culturally responsive stories that highlight the voices of communities and the positive impact of Harbour Sport's work.
- Develop and maintain a content calendar aligned to organisational priorities, events, campaigns, partnerships and seasonal activity.
- Capture content through photography, videography, interviews, event attendance and field visits.
- Develop written, visual and promotional content for a range of audiences including participants, partners, clubs, schools, funders, sponsors and the wider community.
- Ensure all content reflects Harbour Sport's brand, tone, values and commitment to inclusive community engagement.

### 2. **Website and Digital Channel Management**

- Maintain and update Harbour Sport's websites and digital platforms to ensure content is timely, accurate, relevant and engaging.
- Improve consistency of layout, structure and presentation in line with Harbour Sport brand standards.
- Support improvements in usability, accessibility, search performance and website effectiveness.
- Undertake regular website reviews and recommend updates and improvements.
- Work with internal teams to ensure programme, event and organisational information is current and easy to access.

### 3. **Social Media and Online Engagement**

- Manage and grow Harbour Sport's presence across relevant platforms including Facebook, Instagram, LinkedIn and YouTube.
- Develop and schedule content strategy and plans that reflects Harbour Sport's priorities, community voice and campaign goals.
- Coordinate paid and unpaid social media activity where appropriate, ensuring cost-effective and fit-for-purpose targeting
- Monitor engagement, community feedback, online sentiment and emerging issues, and respond or escalate as required.
- Support internal teams to maintain consistent social media standards and good practice.

#### 4. **Email and E-Newsletter Systems**

- Manage bulk email communications using Harbour Sport's email platforms.
- Coordinate and produce e-newsletters, stakeholder updates, campaign communications and participant-facing messages.
- Support the use of digital forms, surveys and email-based engagement tools to strengthen communication and audience engagement. Improve open rates, relevance and response through well-planned and audience-focused email content

#### 5. **Digital Marketing and Analytics**

- Design and support targeted marketing and communications campaigns that promote Harbour Sport's programmes, events, services and community outcomes.
- Monitor and report on digital performance including reach, engagement, audience growth, content effectiveness and campaign outcomes.
- Use insights and analytics to improve communications activity, content planning and user experience.
- Stay current with emerging digital marketing tools, trends and platforms, and apply them where relevant.

#### 6. **Internal Communication Support**

- Support internal communications so staff have timely access to key messages, templates, brand tools, campaign resources and organisational updates.
- Help maintain shared communication systems, image libraries, templates and brand assets.
- Assist in improving communication flow and consistency across teams.

#### 7. **Campaigns, Events and Promotional Support**

- Coordinate marketing and promotional activity for Harbour Sport programmes, events, partnerships, campaigns and community initiatives.
- Prepare communication materials and collateral for launches, activations, events, reports and stakeholder engagement.
- Support integrated campaign delivery across digital, print, partner and community channels.
- Work with internal teams and external suppliers to ensure activity is delivered on time and to a high standard.

#### 8. **Stakeholder Engagement and Relationship Support**

- Build and maintain positive working relationships with internal teams and external stakeholders.
- Support communications that strengthen Harbour Sport's relationships with clubs, schools, local boards, councils, funders, sponsors, community organisations, regional and national partners, and delivery providers.
- Assist with stakeholder and community engagement activity where communications support is required.
- Draft clear, professional communications for a range of internal and external audiences.

#### 9. **Brand, Quality and Administration**

- Maintain high standards of quality, consistency and professionalism across all communications outputs.
- Ensure Harbour Sport's brand standards, messaging and tone are applied consistently.
- Support basic administrative and financial processes linked to communications activity, including bookings, invoices, supplier coordination, approvals and asset management.
- Maintain organised records, templates, content libraries and communication resources.

### Relationships External

Establish and maintain effective relationships with key stakeholders including:

- Aktive, Sport New Zealand and other sector partners
- Regional and national sport and recreation organisations
- Clubs, schools and community organisations
- Local boards, councils and funders
- Sponsors and commercial partners
- Suppliers, designers, photographers, printers and media contacts
- Programme stakeholders and delivery partners

### Relationships Internal

- Chief Executive
- General Manager
- Managers and team leads
- Harbour Sport staff
- Contractors and programme leads

### Skills, Experience and Attributes

- Proven experience in marketing, communications, digital content, social media or a related role.
- Strong written communication skills, with the ability to produce clear, engaging and audience-appropriate content.

- Strong visual storytelling capability, including basic photography, videography and editing skills.
- Experience using website content management systems, social media platforms, email marketing systems and digital scheduling tools.
- Ability to coordinate content and campaigns across multiple channels.
- Sound organisational skills, with the ability to manage competing priorities and meet deadlines.
- Experience using analytics and data to assess performance and improve communications activity.
- Strong relationship management skills and the ability to work effectively both independently and as part of a team.
- High attention to detail and the ability to work accurately in administrative processes.

### **Personal Attributes**

- Knowledge of, and commitment to, Te Tiriti o Waitangi and culturally responsive practice.
- Commitment to inclusive community engagement and positive outcomes for diverse communities.
- Passion for strengthening communities through play, active recreation, sport, health and wellbeing.
- Creative, proactive and adaptable.
- Organised, dependable and able to bring work through to completion.
- Customer-focused and solutions-oriented.
- Strong judgement, professionalism and integrity.
- Resilient and able to work effectively in a busy environment.
- Technology literate and confident learning new systems.
- Able to influence positively through effective communication and relationships.

### **Out of Hours Work & Other Duties**

This role requires regular evening and weekend work aligned with events and community activities. Time Off in Lieu will be provided in accordance with Harbour Sport policy.

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties, and it is recognised that jobs change and evolve over time. Consequently, this is not a contractual document, and the post holder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job.