



## JOB ADVERTISEMENT / POSITION DESCRIPTION



<b>Position Title:</b>	Communication and Digital Manager
<b>Status:</b>	Permanent Full-time (circa 3 days per week SNZ and 2 days per week NZ Water Polo)
<b>Reports To:</b>	Chief Executive Officers of Swimming NZ and NZ Water Polo.
<b>Location:</b>	Sir Owen G Glenn National Aquatic Centre, 14 Antares Place, Mairangi Bay, Auckland.
<b>Position Type:</b>	Full-time (generally Mon – Fri but weekend and evening work will be required during events).
<b>Experience:</b>	3 - 5 years.
<b>People Contacts:</b>	This position has no direct reports.

### **Position Purpose:**

Swimming New Zealand (SNZ) and Water Polo New Zealand (NZWP) are the governing bodies of swimming and water polo in NZ, responsible for the development, growth and leadership of two high-profile aquatic sports.

To help achieve the vision and purpose of both organisations, we are now seeking an exceptional **Communications and Digital Manager** who will develop and implement the organisation's communications, digital, and media strategies.

These strategies will focus on building profile and exposure, showcasing exceptional talent at all levels of sports, and attracting new audiences via traditional, digital, and other communication platforms. The **Communication and Digital Manager** will also be tasked with building awareness and engagement with the SNZ's and NZWP's brands and increasing the profile of both SNZ's Olympic and Paralympic swimming programmes and NZWP women's Olympic programme.

Working collaboratively with the swimming and water polo teams, the **Communication and Digital Manager** will have a unique opportunity to impact two national aquatic sports positively.

The successful applicant will have:

- A very high level of experience in communication, digital and/or media roles.
- Strong presentation skills.
- Creative flair and attention to detail.
- Be highly organised and motivated to achieve success.
- Demonstrate the ability to use their own initiative and work unsupervised.
- Be prepared to work long hours at events to ensure stories are told in real-time.
- Ideally, but not essential, have a good understanding of Swimming/Water Polo and the wider NZ sporting sector.
- Adobe design suite and videography/photography skills are desirable.

This is a hands-on role that will require the successful candidate to take an active role in delivering successful communication initiatives, including athlete and fan engagement and event delivery.

### **Key Responsibilities:**

#### **Communications**

- Coordinate and develop news and information content for all SNZ/NZWP communication channels.
- Development and implementation of an integrated organisation Communications Strategy.
- Increase the number of individuals SNZ and NZWP communicate to on a regular basis.
- Provide regular comms to SNZ and NZWP's commercial partners, showcasing the positive benefits their support is having in both sports.
- Attendance at national events to provide operational support to the events team as required.
- Produce the Annual Reports for SNZ and NZWP

## Digital

- Lead SNZ/NZWP social media accounts by way of updates, improvements and content creation.
- Edit and produce video and photography content locally and liaise with contractors for international events when required.
- Increase the number of unique users logging on to the SNZ/NZWP websites and other communication portals.
- Website content management.
- Edit and produce regular digital communications.
- Plan, develop and implement Digital and PR strategies supporting all national and international events.
- Provide regular statistical analysis of all SNZ and NZWP communication channels.
- Liaise with live streaming and broadcast personnel for national and international events.
- Preferable - lead design (Adobe suites) and creative content for all SNZ and NZWP departments.

## Selection Criteria:

- Level of experience and success in the communications/digital field.
- A high level of experience and understanding of the social-media environment.
- Excellent interpersonal and communication skills with internal and external customers.
- Experience in working in a small team with a small budget that can be leveraged to achieve big results.
- Interest in sports and the sports industry.
- Excellent organisational skills and ability to cope with various tasks simultaneously.

Applications should be emailed to the Swimming NZ CEO at [steve@swimming.org.nz](mailto:steve@swimming.org.nz) and should include a current CV and a maximum one-page cover letter outlining why you would be the best candidate for this role.

Applications close at 4pm, Friday, May 10

Further information about Swimming NZ can be found at [www.swimming.org.nz](http://www.swimming.org.nz) and [www.nzwaterpolo.org.nz](http://www.nzwaterpolo.org.nz)