

JOB ADVERTISEMENT / POSITION DESCRIPTION



Position Title:	Communication and Digital Coordinator
Reports To:	Chief Executive Officer
Location:	National Aquatic Centre 14 Antares Place Mairangi Bay Auckland
Position Type:	Full-time (generally Mon – Fri but weekend and evening work will be required from time-to-time and during events).
People Contacts:	This position has no direct reports

Position Purpose:

Swimming New Zealand (SNZ) is the governing body of swimming in NZ and is responsible for the development, growth and leadership of the sport from grassroots to high performance. SNZ's Vision is "inspirational swimmers, exciting the nation through exceptional results" and our Purpose is "to promote and grow swimming for sport, fitness and safety for all kiwis".

To help us achieve our vision and purpose, we are now seeking an exceptional **Communication and Digital Coordinator** who will be tasked with designing and delivering the organisations communications, digital and media strategies.

These strategies will be focused around building the profile, exposure and inclusiveness of SNZ to over 18,000 SNZ members and attracting new audiences throughout the country via both traditional and digital media and other communication platforms.

The Communication and Digital Coordinator will also be tasked with building awareness and engagement with the SNZ brand and increasing the overall profile of SNZ's high performance and Para swimming programmes. The role will include liaising with the NZOC, local and international media outlets in accordance with events and organisational news. Assisting SNZ's Head of Participation and Events Manager to activate and leverage our commercial partnerships will also be a key aspect of the role.

The successful applicant will have a 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; and ideally, but not essential, have a very good understanding of Swimming and the wider NZ sporting sector. Intermediate full Adobe design suite and videography/photography skills desirable.

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

Key Responsibilities:

Communications

- Coordinate and develop news and information content for all SNZ communication channels.
- Development and implementation of an integrated organisation Communications Strategy.
- Increase the number of individuals SNZ communicates to on a regular basis.
- Attendance at national events to provide operational support to the events team as required.
- Provide advice and education to the member clubs and regions developing their own media and communications needs.
- Stakeholder communication.

Digital

- Lead SNZ 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 website and other communication portals.

- Website management and first point of contact for SNZ Regions and Clubs website queries.
- Edit and produce regular printed and on-line publications including:
 - E-news (Freestyler)
 - social media platforms
 - Press release
 - any printed correspondence, including annual reports
- Increase swimming’s exposure to new and traditional media
- Planning, development and implementation of a Digital and PR strategy supporting all National Events.
- Provide the CEO with regular statistical analysis of all SNZ 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 departments.

Media

- First point of contact for all SNZ media related queries.
- Issue and crisis management.
- Increase SNZ’s presence in all media channels.
- Manage external content providers (written and visual) for key media and SNZ online channels.
- Provide media support to the organisation, coaches and athletes.
- Where required, travel with representative teams and manage day-to-day content needs of SNZ while on tour (at home and overseas).

Key Relationships:

Internal	External
<ul style="list-style-type: none"> • SNZ Board • SNZ CEO, Head of Participation Manager, Events Manager, High Performance Manager, Targeted Athlete and Coach Manager. • SNZ Events Team • SNZ High Performance Team • SNZ Education Team • SNZ Regions and Chairs • SNZ Clubs and Coaches • Representative Athletes 	<ul style="list-style-type: none"> • Commercial partners • Digital and Design suppliers • Livestreaming supplier • Media outlets • NZOC • Sport NZ • NSO’s

Selection Criteria:

- Level of experience and success in the communications/digital field.
- A very 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.
- Interest in sport and sport industry.
- Good organisational skills and ability to cope with various tasks simultaneously.

Measurement:

The Communication & Digital Coordinator’s performance will primarily be measured against the following criteria:

- Increased people engaging on SNZ’s communication channels.
- Increased media presence and profile.
- Increased positive brand exposure.

Applications should be emailed to the Swimming NZ CEO at 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, Thursday 31 January 2019.

Further information about Swimming NZ can be found at www.swimming.org.nz