

**POSITION DESCRIPTION**

Dated: March 2024

<b>Position Title:</b>	<b>Northern Zone Netball – Communications and Marketing Coordinator</b>		
<b>Work Area:</b>	Netball Northern Zone	<b>Reports to:</b>	Community Netball Manager & Operations Manager
<b>Responsible for:</b>	Communications, Marketing and Administration requirements for the Zone.		
<b>Geographic area:</b>	Netball Northern Zone		
<b>Employment Status:</b>	Part time – 25 Hours per week, 6 month fixed term with potential to extend.		

<b>Primary Purpose of Position</b>	
<p>The Northern Zone Netball C&amp;M Coordinator primarily supports the Northern Zone Netball Managers and Community Netball Team personnel with their communication, marketing and administration needs.</p> <p>The Northern Zone Netball C&amp;M Coordinator is responsible for</p> <ul style="list-style-type: none"> <li>- Communications to netball centres</li> <li>- Management of social media channels</li> <li>- Maintenance of databases relevant to the Zone Community team</li> <li>- Creation all material content for Community Team events and engagements</li> <li>- Admin support as directed by the Northern Zone Managers</li> </ul>	

<b>Responsibilities &amp; Measures</b>	
<b>Key Accountabilities</b>	<b>Critical Factors</b>
<b>Community Communications and Marketing</b>	<ul style="list-style-type: none"> <li>• Create overall Communication and Marketing Plan for Community Team</li> <li>• Create and activate the Monthly Zone newsletter to Centres</li> <li>• Create and activate fortnightly operations email to Centres</li> <li>• Design and create content for social media and manage all social media channels – Netball Northern Zone (incl. Marvels and Mystics Men)</li> <li>• Liaise with Netball NZ to ensure the Netball Northern Zone Website is up to date with relevant and informative information.</li> <li>• Design/create flyers, advertising, registration forms and surveys for Zone led community events</li> <li>• Create and implement surveys for Zone including analysis reporting</li> <li>• Compile the Northern Zone Annual Report and any other external publications as required</li> <li>• Receive all NNZ communications and disseminate to correct audiences</li> <li>• Create and activate other Communications to Centres as required ie/ Council and Local Board long term plan submissions</li> <li>• If required assist Centres with Social Media / Marketing planning and execution including templates</li> </ul>
<b>Community Netball Team Administration</b>	<ul style="list-style-type: none"> <li>• Creation and maintenance of databases – centres, coach, umpire etc</li> <li>• Obtain quotes as required for Zone events – eg/travel &amp; accommodation</li> <li>• Collation of reports (including statistics) as required by Zone, Netball NZ and funders</li> <li>• Logistics management Community Team monthly in-person and annual planning meetings</li> </ul>

	<ul style="list-style-type: none"> <li>• Create compelling data and stories for funding accountability reports</li> <li>• Manage Sporty data, analysis and usage</li> <li>• Netball NZ Volunteer of the Year – manage nomination and acceptance process (annually)</li> <li>• MG Mystics NPA Hours – allocation, logistics and story telling</li> </ul>
<b>Community Netball Team Events</b>	<ul style="list-style-type: none"> <li>• Event management of the Centre Engagement Events – venue, food, invite &amp; RSVP, assist with presentation development</li> <li>• Event management of Zone lead coach, player, umpire events or workshops – venue, food, invite, RSVP, promotional material, logistics</li> <li>• Collect and collate the bi-annual Membership Returns to Netball NZ; compile analysis reports on trends for Zone and individual Centres</li> </ul>
<b>Performance Communication and Administration</b>	<ul style="list-style-type: none"> <li>• Manage databases for pathway programme participants, in a confidential manner</li> <li>• Receive, prepare and distribute information to pathway players, volunteer coaches, umpires, netball centres, coaches, Zone staff and wider netball community</li> <li>• Create and activate MG Mystics member newsletters and communications</li> <li>• Assist with Event management of MG Mystics functions including venue, food, invites, RSVP, runsheet etc</li> <li>• Provide communication and marketing support to the Marvels and Mystics Men's teams from time to time.</li> </ul>
<b>General Support</b>	<ul style="list-style-type: none"> <li>• Support the organisational admin support at events eg AGM, Community days, game day events (on an ad-hoc basis)</li> <li>• Attend team meetings as requested and follow through on action points and task lists in a timely and effective way.</li> <li>• Adhere to the policies and processes underpinning the operations of Netball Northern Zone</li> <li>• Perform other such duties as may be assigned by the Chief Executive from time to time.</li> </ul>

### Key Relationships

External	Internal
<ul style="list-style-type: none"> <li>• Netball New Zealand</li> <li>• Netball Centre staff and/or volunteers</li> <li>• Gaming &amp; Community Funders</li> </ul>	<ul style="list-style-type: none"> <li>• Northern Zone staff</li> <li>• Northern Zone board</li> <li>• MG Mystics players and team management</li> <li>• Northern Marvels team and management</li> </ul>

### Core Competencies, Skills & Qualifications/Experience

Competency	Descriptors
<b>Specialist Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Minimum of 3 years' experience communications and marketing roles</li> <li>• Excellent knowledge of digital applications, use of cameras, editing and producing video and social media content</li> <li>• Excellence in written communications – story telling, newsletters and email</li> <li>• Proven experience in developing effective systems and processes</li> <li>• Excellent computer skills including high degree of proficient in Microsoft Office, particularly excel for database and data analysis</li> </ul>
<b>Building Relationships &amp; customer service</b>	<ul style="list-style-type: none"> <li>• Good stakeholder management with interpersonal skills and intrapersonal skills that generate mutual respect and trust.</li> <li>• Provides prompt, efficient and personalized service to colleagues and Centres</li> </ul>

<b>Organisational ability &amp; initiative</b>	<ul style="list-style-type: none"> <li>• Is highly organised and able to manage a variety of tasks in short time frames.</li> <li>• Has the ability to build good work practices for a high level of record keeping</li> <li>• Reviews procedures to ensure best work practices</li> </ul>
<b>Communication and Personal skills</b>	<ul style="list-style-type: none"> <li>• Written and oral presentations and communication is clear, concise, effective and persuasive.</li> <li>• Relates well to and can motivate diverse groups, with skills in working alongside and valuing volunteers.</li> <li>• Establishes and maintains effective relationships.</li> <li>• Is energetic, highly motivated, enthusiastic and considerate.</li> <li>• Understands and can work in a team environment.</li> </ul>
<b>Other</b>	
Some weekend and after-hours work is required	