

POSITION DESCRIPTION

Dated: February 2026

Position Title:	Northern Zone Netball – Communications and Marketing Lead (C&M Lead)		
Work Area:	Netball Northern Zone	Reports to:	CEO
Responsible for:	Communications and marketing requirements for the Netball Northern Zone		
Geographic area:	Netball Northern Zone (Auckland and Northland Regions)		
Employment Status:	Part time 20 hours per week, fixed term to November 30, 2026. Flexible working arrangements available.		

Primary Purpose of Position

The Northern Zone Netball C&M Lead primarily supports the Netball Northern Zone with their communication and marketing needs.

The Northern Zone Netball C&M Lead is responsible for:

- Storytelling and content creation
- Centre and community communications
- Management of social media channels and digital presence
- Marketing and event promotion
- Additional administration support when required
- Additional support of Mystics marketing and communication when required

Responsibilities & Measures

Key Accountabilities	Critical Factors
Community Communications and Marketing	<ul style="list-style-type: none"> • Create overall Communication and Marketing Plan for Community Team • Create and activate the Monthly Zone newsletter • Support Relationship Manager with fortnightly operations email to Centres • Design and create content for social media and manage all social media channels – Netball Northern Zone (incl. Marvels and Mystics Men) • Liaise with Netball NZ to ensure the Netball Northern Zone Website is up to date with relevant and informative information. • Design/create flyers, advertising, registration forms and surveys for Zone led community events • Create and implement surveys for Zone including analysis reporting • Compile the Northern Zone Annual Report and any other external publications as required • Receive NNZ communications and support Relationship Manager to disseminate to correct audiences • Create and activate other Communications to Centres as required ie/ Council and Local Board long term plan submissions • If required assist Centres with social media / marketing planning and execution including templates
Community Netball Team Administration	<ul style="list-style-type: none"> • Maintenance of databases – centres, coach, umpire etc. • Collation of reports (including statistics) as required by Zone, Netball NZ and funders • Create compelling data and stories for funding accountability reports and community newsletters • Manage Sporty data, analysis and usage • Northern Mystics NPA Hours – storytelling

Performance Communication and Administration	<ul style="list-style-type: none"> • Create and activate Mystics member newsletters and communications • Assist with Event management of Mystics functions including venue, food, invites, RSVP, runsheet etc • Provide communication and marketing support to the Mystics, Marvels and Mystics Men's teams from time to time. 				
General Support	<ul style="list-style-type: none"> • Support the organisational admin support at events eg AGM, Community days, game day events (on an ad-hoc basis) • Attend team meetings as requested and follow through on action points and task lists in a timely and effective way. • Adhere to the policies and processes underpinning the operations of Netball Northern Zone • Perform other such duties as may be assigned by the Chief Executive from time to time. 				
Key Relationships					
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Core Competencies, Skills & Qualifications/Experience					
Competency	Descriptors				
Specialist Knowledge and experience	<ul style="list-style-type: none"> • Minimum of 3 years' experience in communications and marketing roles, supported by relevant tertiary qualifications. • Strong creative capability with excellent knowledge of digital applications, including camera operation, video editing, and producing engaging social media content. • Excellence in written communications, including storytelling, newsletters, and email content. • Proven experience in developing and implementing effective systems and processes. • Advanced digital and technical skills, with high proficiency in Microsoft Office (particularly Excel for data analysis), design software (e.g., Canva, Adobe Creative Suite), and EDM platforms (e.g., Brevo). 				
Building Relationships & customer service	<ul style="list-style-type: none"> • Good stakeholder management with interpersonal skills and intrapersonal skills that generate mutual respect and trust. • Provides prompt, efficient and personalised service to colleagues and Centres. 				
Organisational ability & initiative	<ul style="list-style-type: none"> • Is highly organised and able to manage a variety of tasks in short time frames. • Has the ability to build good work practices for a high level of record keeping. • Reviews procedures to ensure best work practices. 				
Communication and Personal skills	<ul style="list-style-type: none"> • Written and oral presentations and communication is clear, concise, effective and persuasive. • Relates well to and can motivate diverse groups, with skills in working alongside and valuing volunteers. • Establishes and maintains effective relationships. • Is energetic, highly motivated, enthusiastic and considerate. • Understands and can work in a team environment. 				
Other					
Some weekend and after-hours work is required					