

Yachting New Zealand Communications Manager

The communications manager is responsible for overseeing both internal and external communications for the organisation from planning through to delivery.

You will deliver an effective communications plan to support the organisation's strategic direction and digital strategy and come up with lively content that inspires and informs. You'll have a way with words and be able to tell stories that brings the sport to life.

The communications manager interacts with and supports a broad range of stakeholders, initiatives and events across all areas of the business, including participation and grassroots, cruising and racing, youth sailing and high performance. A key element will be crafting the fortnightly Briefings newsletter which goes to close to 20,000 email addresses.

The role is responsible for the ongoing management and development of Yachting New Zealand's digital platforms including the website and mobile app, as well as our online presence on social media.

This role also supports the commercial activities of the organisation, working closely with partners and sponsors, identifying commercial opportunities, and working alongside the CEO in managing stakeholder engagement.

| Communications Manager – Yachting New Zealand | |
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| Hours: 40 hours per week (flexibility required) | |
| Location: Yachting New Zealand, Takapuna, Auckland | |
| Reporting to: Yachting New Zealand Chief Executive | |
| Key Responsibilities | |
| Communications strategy and planning | Responsible for delivering effective communications planning and strategy for the organisation. |
| Content planning, creation and delivery for website and social media | Content planning and creation for Yachting New Zealand's channels, including copy-writing, video, images and more. Web editor responsible for content updates across website, mobile app and social media channels. Responsible for sourcing, publishing and sharing of relevant news content. |
| External public relations and media | Building and maintaining relationships with external media to share the best of Yachting New Zealand's stories, whether it be at the grassroots level or high performance. Acting as the key point of contact for external media on behalf of Yachting New Zealand. Creating and maximising opportunities to have Yachting New Zealand's messages told through external media channels including, (but not limited to) any current media partner. Responsible for writing and distributing Yachting New Zealand media releases. |
| High performance and youth media | Providing media and communications to support and promote Yachting New Zealand's NZL Sailing Team, Aon |

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| | Fast Track squad and national youth team. Utilising content, both owned and sourced, to maximise positive coverage of Yachting New Zealand's teams. |
| Stakeholder communications | Responsible for Yachting New Zealand's communications with stakeholders and members (both digital and written), including the fortnightly Briefings newsletter, David's Desk update and more. |
| Yachting New Zealand event and programme support | Communications support for Yachting New Zealand's events and initiatives including (but not limited to); Aon Yachting Excellence Awards, Oceanbridge NZL Sailing Regatta, RUNA schools' programme and Yachting New Zealand member card and app. Supporting the chief executive and national sport development director with various projects and initiatives. |
| Stakeholder engagement | Maintain and grow commercial partnerships and sponsorships. Build relationships with current partners and sponsors. Identify new potential partners and sponsors. Construct and deliver presentations |
| Commercial support | Drive commercial opportunities through social media and digital platforms. Identify and initiate new commercial opportunities. Support and assist in maintaining existing revenue streams, including commercial partnerships such as sponsors, gaming and charitable trusts, membership and merchandising. |
| Branding | Brand guidelines management and implementation on the Yachting New Zealand brand marks as appropriate. |
| Publications and marketing collateral | Responsible for Yachting New Zealand publications, including the annual report, as well as marketing collateral including brochures, posters and stickers etc. |
| Monitoring and reporting | Responsible for monitoring and reporting on outcomes of communications activities both internally and externally. |
| Health and safety | Takes reasonable care to keep oneself and others safe while at work, taking reasonable care that no action or inaction causes harm to any person in the workplace. Complies with Yachting New Zealand's health and safety policies and procedures, and any reasonable health and safety instructions/directions given. Wears or uses appropriate protective clothing and equipment as provided. Assists in the identification of workplace hazards. Reports any workplace accidents, incidents, or near misses. |
| Skills and experience | |
| The communications manager role requires someone with a broad set of communications skills including: <ul style="list-style-type: none"> • Proven experience in communications is essential • Is a dab hand at copy writing and content creation • Has experience in media management and in dealing with external media | |

- Knows their way around social media and what works on Facebook and Instagram
- Exposure to commercial activities would be advantageous, ideally with experience in pitching for and securing sponsorship contracts
- Knowledge of sailing and boating is advantageous
- Tertiary qualification in communications or marketing is preferred
- Knowing one end of a camera to the other would be helpful, as would the ability to make cool videos

Attributes

As the communications expert within the Yachting New Zealand team, this individual needs to be:

- Good at managing meeting deadlines and managing their time and priorities. Is reliable and proficient
- An excellent verbal communicator with strong inter-personal skills
- Ability to deliver effective oral presentations
- A team player who has the initiative to manage your responsibilities independently
- Tact, diplomacy and good judgement are important
- Technologically and digitally astute
- Able to work outside normal working hours as required