



Position Description

Marketing and Digital
Executive,
Canterbury Cricket.

September 2018



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Marketing and Digital Executive, Canterbury Cricket	
Position Details	
Reports to: CEO	Positions Reporting to this Position: Marketing Intern Location: Canterbury Cricket offices, Christchurch

Organisation Environment

Cricket’s vision is to be a game for all New Zealanders, a game for life.

We are responsible for delivering this vision in Canterbury.

Our strategy to do so has three pillars:

1. Strong governance and leadership - advancing our game;
2. Sustainable growth - outstanding amateur and grassroots development; and
3. Great players - sustainable excellence.

Canterbury Cricket manages all Canterbury's professional cricket teams including the Canterbury Mens, Canterbury Magicians and Canterbury Kings teams. We also manage all Canterbury's talent pathways, male and female, and oversee all grassroots cricket participation in the region.

Organisational Culture

Canterbury Cricket is a leader. Our purpose is to inspire through our game and we lead by displaying courage, respect and integrity. We are committed to nurturing our culture to maintain core values of professionalism and personality; diversity and inclusivity; achievement and merit; informality and light heartedness; and energetic and entrepreneurial. Our Senior Leadership Team and staff are skilled and experienced and empowered to be proactive and take the lead on their ideas.

We endeavour to fail fast, fix fast and learn fast.

We value community, hard work and diversity, and believe that anything is possible with the right attitude, effort and skill.

Primary Purpose of the Position

- To oversee and lead the development and implementation of our Marketing strategy and Digital content.
- Increase our relationship with supporters through content generation and communication across all platforms including website, newsletter and social media.
- To also manage and maintain the relationship with our external design agency to provide consistency across all our creative assets.
- Provided and utilise relevant analytics to inform decisions.

**Key Challenges**

- To drive awareness of Canterbury Cricket and increase our supporter base
- Create interesting and innovative content
- Increase the number of supporters on databases and social media platforms

Key Responsibilities

Key Responsibility Areas	Key Tasks
<i>Marketing & Communications</i>	<ul style="list-style-type: none">• Overall responsibility to shape, deliver, and communicate Canterbury Cricket brands & product ecosystem (digital, social, memberships, merchandise, broadcasting, live event, media, partners, players)• Implementation of marketing and promotional plans for CCA that align to the NZC strategy and plans covering CCA's entire cricket network• Development of copy / content / press releases covering community stories for relevant region/s and relevant partners, including human interest stories• Management of freelance resource requirements• Development of marketing plans and progress to MA staff• Lead production of Annual Report
<i>Media</i>	<ul style="list-style-type: none">• Develop and maintain strong and positive relationships with appropriate media, including journalists, photographers and designers to ensure regional cricket profiles are aligned to brand.• Manage player requests and appearances in accordance with the Master Agreement, and the Women's MOU.• Facilitate the provision and representation of high quality and accurate narrative to media agencies
<i>Digital Platforms</i>	<ul style="list-style-type: none">• Responsibility for overarching content planning, writing, resourcing and generation across all Regional channels (web, social, EDMs)• Produce a monthly digital dashboard to monitor brand engagement and demonstrate the growth of our game in the regions.• Working with commercial sponsors and partners on digital marketing initiatives• Manage the social media advertising campaigns for the region.• Collaborate with stakeholders to ensure a high-quality level of promotion of cricket all year round• Assisting with post-season campaign evaluation activities.
<i>Strategy</i>	<ul style="list-style-type: none">• Create and implement an engaging digital and social media strategy• Design and manage a Canterbury Cricket email communication plan
<i>Budget</i>	<ul style="list-style-type: none">• Work within agreed budgets
<i>Administrative and other responsibilities</i>	<ul style="list-style-type: none">• Manage a seasonal intern to aid in the delivery of the Digital role• Prepare written correspondence, reports, discussion papers and other materials as required• Represent CCA at events and functions• Assist any other Cricket related events – domestically or internationally• Manage all aspects of Canterbury teams playing uniforms



Work Experience

- Ideally 2+ years' experience and success in a similar role
- Proven success introducing innovative communications initiatives to maximise brand, reputation, digital and mainstream media coverage.
- Proven experience in media and all social media platforms
- A solid understanding of the internal workings of a sporting organisation would be preferred.

Key Working Relationships

- Canterbury Cricket's Senior Leadership Team, staff and players
- Canterbury Cricket Member Associations
- New Zealand Cricket
- Sporting & community partners
- Website and Design agency partners
- Local and regional media

Knowledge, Skills and Experience

- A good understanding of social media and digital platforms and how to utilise them to build an engaged supporter base
- Ability to develop content and stories for the website, newsletters and social media.
- An understanding of commercial and contract obligations
- Excellent written and verbal communication skills
- A good understanding of email communication techniques, analysis and data management.
- Excellent strategic planning skills combined with the ability and desire to execute
- Knowledge of Adobe Photoshop, Illustrator and Microsoft software

Qualifications

- Relevant qualifications in Business, Sports Management or Marketing would be highly desirable
- Must be legally entitled to work in New Zealand
- Driving licence (preferred)

Personal Attributes

- Energetic and creative individual looking at pushing the boundaries and creating new ideas
- An knowledge of sport and particularly cricket would be preferred
- Personal alignment with the Canterbury Cricket culture and purpose
- Prepared to work on evenings, weekends and holidays.