



Position Description

Digital Marketing and
Communications Executive,
Canterbury Cricket.

May 2021



Digital Marketing 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 Digital Marketing strategy and Communications content.
- Increase our relationship with supporters through content generation and communication across all platforms including website, newsletter and social media.
- To manage and maintain the relationship with our external design and digital agencies to provide consistency across all our creative assets and website.
- Provide and utilise relevant analytics to inform decisions.
- Develop a close relationship with the Players and Commercial Partners to drive creative content generation.

**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
- Support commercial initiatives (Ticketing, sponsorship, events) to drive revenue

Key Responsibilities

Key Responsibility Areas	Key Tasks
<i>Digital Marketing & Communications</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>Communications and Media</i>	<ul style="list-style-type: none">• Develop and maintain strong and positive relationships with appropriate media, including journalists, photographers, radio and news to ensure regional cricket coverage.• Be the main contact for the content on the CCA website working with our website provider to ensure it is upto date and relevant.• 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 including press releases.
<i>Marketing</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
Strategy	<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
Budget	<ul style="list-style-type: none">• Work within agreed budgets
Administrative and other responsibilities	<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• Lead production of the CCA Annual Report



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 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 strong understanding of social media and digital platforms, how to utilise them to build an engaged supporter base
- Ability to develop pictorial, video content and stories for the website, newsletters and social media.
- The ability to use a design programme (eg Canva) to create templates and visual content.
- 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

Qualifications

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

Personal Attributes

- Energetic and creative individual looking at pushing the boundaries and creating new ideas
- A 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 especially across the cricket season.
- Good planning and organisational skills as the season can get very hectic with multiple tasks running concurrently.
- A desire to learn and develop in a fast paced, ever changing environment.