



**NORTHERN
DISTRICTS
CRICKET**

POSITION DESCRIPTION

Revision Date: September 2019

Position Title:	Events and Communications Officer		
Work Area:	Events & Communications	Reports to:	Events & Communications Lead in respective organisations
Direct Reports:	None		
Primary Location/s:	NWBOP Zone Office, University of Waikato, Hamilton NDCA, Seddon Park, 50 Seddon Road, Hamilton		
Employment Status:	Full-time, on a job-share basis		

Primary Purpose of Position	
<p>To assist in the planning and execution of the experience and promotion of NDC & NWBOP events to grow attendance and engagement in our brands.</p> <p>To assist in the delivery of ND's public and corporate membership and events, including match day hospitality, golf day, corporate cricket, auction night, fundraisers and other opportunities, as required.</p> <p>To deliver an exceptional consumer experience during events and tournaments of which NDC & NWBOP are responsible.</p> <p>Assist to drive the communications for the Netball Waikato Bay of Plenty Zone.</p>	

KEY RESPONSIBILITIES	% Split of Time Community	% Split of Time Professional
Netball WBOP		
1. Work with the CEO and Events & Communications Lead to create and implement the events and communications strategies and plans for the Netball Waikato Bay of Plenty Zone	70%	30%
2. Manage the planning and delivery of all home games for the Waikato Bay of Plenty team in the Beko Netball League	100%	0%
3. Assist in the planning and delivery of all home games for the Waikato Bay of Plenty Magic in the ANZ Premiership	0%	100%
4. Assist in the implementation of the communications and marketing aspects of ANZ Premiership, Beko Netball League and Netball Waikato Bay of Plenty Zone Events (Community Netball and Talent Pathway)	60%	40%
5. Assist in the planning and delivery of the Netball Waikato Bay of Plenty Zone Awards Function	75%	25%

6. Work with the CEO and Commercial Manager to ensure our commitments to sponsors and grant funders are met	40%	60%
7. Work with the CEO, Commercial Manager, and Events & Communications Lead to maximise sales of Zone commercial assets, such as Annual Awards Dinner, Netball Camps, Magic Women First Club and Zone Endowment Fund	80%	20%
8. Manage the content, production and distribution of the documents and collateral related to the Netball Waikato Bay of Plenty Zone Strategic Plan and core services	100%	0%
9. Any other event management and communications activities so directed by the CEO and/or Events and Communications Lead	60%	40%
ND Cricket		
1. Assist with the coordination and delivery of events, to help ensure that all such events and matches are managed in a professional manner while maximising income	25%	75%
2. Deliver well organised and seamless events across the summer	40%	60%
3. Establish and oversee a yearly event calendar	50%	50%
4. Assist with the consumer and player databases, the platforms and communications plan	85%	15%
5. Assist with the promotion and execution of the major fundraising events	100%	0%
6. To assist with matters relating to Match Management, both domestic and international.	20%	80%

Key Relationships	
External	Internal
<ul style="list-style-type: none"> • Netball New Zealand (NNZ) • Comms staff of other Netball Zones • Venue staff and/or volunteers • Sponsors, Grant Funders and Media Partners • New Zealand Cricket • Suppliers • Members 	<ul style="list-style-type: none"> • NWBOP Zone CEO • NWBOP Zone Events and Communications Lead • Magic & Beko Team Management and Players • NWBOP Zone High Performance Manager • NWBOP Zone Community Netball Manager • NWBOP Zone Commercial Manager • NWBOP Zone Events Officer • Other NWBOP Zone staff and volunteers • NDC Staff/Board • District Cricket Staff

Staff Reporting	
Paid	Volunteer
None	None

Core Competencies, Skills & Qualifications/Experience	
Competency	Descriptors

Specialist Knowledge and experience	<ul style="list-style-type: none"> • Sporting sector knowledge and perspective, particularly in the sports events & communications arenas • Ability to implement strategies to increase attendance at events, event profitability and supporter engagement • Experience in implementing plans, particularly in sports events & communications • Good relationship management skills and ability to work with a diverse range of stakeholders by sharing relevant information and identifying and dealing with issues effectively • Knowledge of the sporting for-profit and/or not-for-profit sector and/or regional sporting organization management • Experience in using social media channels to increase stakeholder engagement • Experience in photography and/or videography, with knowledge of graphic design packages a bonus
Leadership and strategic ability	<ul style="list-style-type: none"> • Is respected and trusted • Is calm, confident, decisive and objective, especially under pressure • Can communicate compelling messages to a wide range of stakeholders • Can give and receive constructive feedback to enhance performance • Skilled at determining important issues, prioritizing and multi-tasking
Communication and Personal skills	<ul style="list-style-type: none"> • Can communicate strategies, inspire and ensure 'buy in' from a diverse range of stakeholders across all levels of the game • Written and oral presentations and communication is clear, concise, effective and persuasive • Strong listening skills and ability to encourage two-way dialogue on issues • Relates well with diverse groups, volunteers, supporters and partners • Can communicate consistently, openly and honestly in any situation • Establishes and maintains effective relationships • Is energetic, highly motivated, enthusiastic and considerate • Understands and is able to work in a team environment • Copes well with change and deadlines
Brand / Profile	<ul style="list-style-type: none"> • Ability to enhance the profile and effectiveness of the sports of netball and cricket in the community

Other	
	<ul style="list-style-type: none"> • Travel and weekend work may be expected