

POSITION DESCRIPTION



Position Title	Communications & Content Advisor
Business Unit	Communications & Brand
Reports to	Senior Communications & Content Manager
Position Type	Permanent, 1.0
Location	Wellington or Auckland
Date	January 2023

New Zealand Rugby Overview

The vision for New Zealand Rugby is to Inspire and Unify. We do this by living the values of The Rugby Way, Te Ara Ranga Tira, which guides our game from Small Blacks to national teams.

The four pillars (Pou) of The Rugby Way are: Be Our Best (Te Pou Hiranga), Be Welcoming (Te Pou Maioha), Be Passionate (Te Pou Ihihi) & Play Fair (Te Pou Tika).

We strive for rugby teams in black that are unrivalled, a high-performance system that produces the world's best talent, competitions that fans love, and a community game that is strong and cherished. We are committed to New Zealand rugby being financially secure, attracting top partners and contributing actively to the global game.

New Zealand Rugby employs more than one hundred staff who are based in its Wellington head office, Auckland or in a variety of rugby roles throughout New Zealand. Responsibilities include management of our national teams (including the All Blacks), administration of our national competitions, and participation in international competitions including Test matches, as well as assisting community rugby throughout the country. The organisation has direct relationships with its members, including all 26 Provincial Unions, Super Rugby Teams, Commercial and other partners and stakeholders such as the New Zealand Government.

New Zealand Rugby is one of New Zealand's largest sports organisations, with a team of employees committed to ensuring that our national game is run smoothly and effectively at all levels, all over New Zealand.

Purpose

The Communications and Content Advisor will be responsible for New Zealand Rugby's main digital platforms – www.nzrugby.co.nz, staff intranet and the NZR social media channels, as well as oversight of NZR EDM updates. The role includes the planning, creation and execution of content and community management for these channels, sourcing and posting stories online and circulating via appropriate EDMs. They will also support the Senior Communications and Content Manager on larger brand projects such as AGM and Annual Report content requirements and brand storytelling strategic priorities.



Key Tasks

NZR websites

- Day to day management of the www.nzrugby.co.nz website and staff intranet
- Creating a quarterly content calendar for both websites based around strategic priorities
- Posting relevant NZR media releases in line with news timelines
- Active review of website content to ensure it is up to date and identifying any areas for addition
- Identifying content spotlight opportunities
- Linking web and intranet content with social platform opportunities
- Using analytics to help with content strategy
- Keeping up with industry trends on user experience for web and social

Social media

- Day to day management of NZR social channels – Facebook, Twitter, Instagram, TikTok and LinkedIn
- Ownership of the NZR social schedule
- Content capture and creation
- Assist in the scheduling of content to support NZR programmes and activations from across the organisation
- Identifying and producing content for relevant notable events/days (eg Māori Language Week)
- Look for content sharing opportunities across all of rugby (Provincial Unions, clubs etc)
- Work closely with the NZRC Digital Content team for content sharing and planning

EDMs

- Collation and circulation of existing NZR brand communication EDMs – internal and external (Wāhine Wrap, Huddle, Team Talk)
- Ongoing management of databases and bulk mail platform

General

- Supporting the Senior Communications and Content Manager on brand projects such as the annual report and AGM
- Assist with content requirements for NZR events
- Other tasks to meet team and organisational objectives
- Be an advocate for NZR's Communications and Brand team both within NZR and when interacting with external parties, partners and stakeholders
- Other general communications activity to support the wider team

Health and Safety (for self)

- Takes personal responsibility for keeping self free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Cooperates in implementing rehabilitation plan
- Knows what process options are available and contributes to harm free workplace culture

Key Relationships

• This position reports to:	Senior Communications & Content Manager
• Other areas/people that report to this position's immediate manager:	Nil
• This job's direct reports are:	Nil
External Relationships <ul style="list-style-type: none">• General public/fans• Commercial partners• Suppliers	Internal Relationships <ul style="list-style-type: none">• CEO• NZR & NZRC Management• NZR & NZRC Staff• NZR & NZRC Chair and Board• Provincial Unions & Franchises• Other national rugby unions and organisations

Person Specification

Experience

- Proven experience in digital platforms, especially social
- Experience with Content Management Systems an advantage
- Experience creating basic social videos is desirable

Knowledge

- Familiarity with Facebook, Instagram, TikTok, LinkedIn and Twitter
- Ability to turn analytics into actionable reports
- A strong working knowledge of rugby in New Zealand
- Experience with a bulk mailing platform preferred but not essential

Skills

- Excellent written communication skills
- Ability to create social video (iPhone or similar) is preferred
- Ability to identify story opportunities
- Confidence in proofreading and editing written copy
- Solid stakeholder relationship skills
- Comfortable working to multiple deadlines
- Understanding of working to brand guidelines

Educational and Professional Memberships

- Preferably tertiary qualified in a relevant field

Competencies

Behaviour	Everyone	People Leaders
Be Welcoming	<ul style="list-style-type: none"> Respects and values others' styles, opinions, backgrounds and beliefs Understands the motivations and situation of others Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities 	<ul style="list-style-type: none"> Stays connected to the team Cultivates a team culture by advocating collaboration across teams Actively seeks others' involvement
Be Our Best	<ul style="list-style-type: none"> Seeks and acts upon feedback to improve performance Recognises & develops own strengths and work-ons Shares knowledge and skills Respects and values the contribution of others Identifies areas where a difference can be made and adds value Works to gain trust and respect with all stakeholders Responds positively to change Is forward-thinking, always looking striving to improve and be the best Consistently delivers on time Puts their hand up when help is required or when it's required by others Sees opportunities rather than barriers Speaks up and challenges where there are issues, risk or inefficiencies 	<ul style="list-style-type: none"> Ensures the right people are in the right job at the right time Provides the tools needed for success Invests in growing our people and supporting their holistic development Sets attainable challenges & recognises and reinforces development efforts Shares information and provides effective coaching Takes the time to understand individual's strengths and where/how they can add value Engages and utilises people from across NZR in the development and execution of business priorities Looks long-term, to generate and encourage new ideas Walks the talk Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges Prioritises the wider team's goals and intentions accordingly
Be Passionate	<ul style="list-style-type: none"> Demonstrates a can do attitude, always open to opportunities Pursues everything with energy and drive Strives to achieve stretch goals Always an ambassador for NZR and the game Loves what we do – works here because it's fun and we connect with others 	<ul style="list-style-type: none"> Creates a highly engaged environment and culture Encourages responsible risk taking where mistakes are owned and learned from Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends

	<ul style="list-style-type: none"> • Is a team player, connects with people 	
Play Fair	<ul style="list-style-type: none"> • Is honest and constructive in discussions • Acts for the good of the game and respects its heritage, history and heroes • Is open, supportive and considerate • Actively listens, considers and takes on board other views • Behaves with integrity and is responsible for own behaviour • Looks after others and steps in if something is not right • Fronts when something goes wrong, owns the action and the consequence 	<ul style="list-style-type: none"> • Ensures people know what is expected • Has the team's back • Trusts others to make good and timely decisions • Clearly and consistently communicates with all team members

Authorities / Dimensions of the Position

Staff – Nil

Budget – Nil

Contractual – Signs letters and contracts on behalf of the organisation within specified delegated authorities.

Manager Name: _____ Signature: _____ Date: _____

Employee Name: _____ Signature: _____ Date: _____