



Communications and Marketing Manager

Badminton Oceania is one of five Continental Confederations working closely with the Badminton World Federation (BWF) to implement a wide range of development programmes and events in the Oceania Region in partnership with our 17 Member Countries.

The Executive Board leads the organisation of 6 full-time and 1 part-time staff. Information on the organisation can be found: www.badmintonoceania.org

This full-time Communications and Marketing Manager role is a senior level position reporting to the Secretary General based in our head office in Ellerslie, Auckland, New Zealand

We are seeking a person with proven experience and success in a communications and marketing role, preferably in the sporting sector, to lead and further grow this area of our organisation.

This role works with a wide variety of stakeholders, from young players through to National Olympic Committee representatives. The role is a blend of storytelling to both inspire people to play badminton and to inform and keep up to date with what is happening. The role is both creative and technical, requiring the applicant to be able to over-see live-streaming at events while also managing digital and other communications.

All applicants must be legally entitled to work in New Zealand
Please send a cover letter and CV to:
Badminton Oceania
E-mail: office@badmintonoceania.org

Please put in the subject line: ***Communications and Marketing Manager***

Applications close Wednesday 22nd March 2023

Only applicants who are required for an interview will be contacted



Job Description

POSITION TITLE:

Communications and Marketing Manager

HOURS OF EMPLOYMENT:

Full-time position equivalent to 40 hours per week; due to the nature of the role, the sports industry and time zones, there may be evening and weekend work required to attend meetings, workshops and events

REPORTING TO:

BOC Secretary General

KEY RELATIONSHIPS WITH:

Internal

- BOC staff (Administration Manager, Development Manager, Coaching and Development Manager, Operations Assistant, Disability Advisor and Development Officer – PNG)

External

- BOC Member Associations
- BWF Marketing and Communications staff
- BWF Development staff
- Australian Government Aid Programme – Team Up
- Media contacts

LOCATION AND TRAVEL

- The position is based at the Badminton Oceania Office: Ellerslie, Auckland, New Zealand
- There is flexibility to work some hours from home
- The position includes travel both within NZ and internationally; at times for 2 weeks or longer away from home

ROLE OVERVIEW

- This is a senior position within a small sporting organisation to lead the development and implementation of Badminton Oceania's Communications and Marketing strategy in cooperation with key stakeholders
- The position includes attendance at Oceania Championships and BWF Grade 3 tournaments in the region to lead communications coverage and the live streaming delivery
- To promote and market activities and events in a positive and innovative way including seeking and securing new partners to bring in new revenue streams

KEY AREAS OF RESPONSIBILITY

GENERAL COMMUNICATIONS

- To oversee and keep up to date all BOC digital platforms: social media, website, online learning (Thinkific)
- To oversee and keep up to date the history document and media contact database

- To produce monthly e-newsletters and surveys as required
- To work with targeted Member Associations on their communications plans and implementation
- To deliver communications workshops to stakeholders (MAs and players) aligned with activities and events

BRANDING AND DESIGN

- Oversee and implement the BOC branding guidelines and plan
- Develop and manage initiatives that promote BOC activities and events
- Production of the BOC annual report and strategic/operational documents
- Provide branding and design assistance to Member Associations as required

EVENT COMMUNICATIONS

- Lead the implementation and production of Live Streaming at the Oceania Championships (junior, open, para) and BWF Grade 3 tournaments in the region
- Lead all marketing and communications in relation to the Oceania Championships
- Oversee marketing and communications of Grade 3 tournaments in the region

COMMERCIAL AND PARTNERSHIPS

- Secure new partnerships to provide additional revenue to activities and events in the region
- Oversee partner servicing and communications
- Develop and implementation of a digital strategy including digital monetization

KEY COMPETENCIES

- Minimum of 2 years' experience in a communications and marketing role
- High level communication skills including the ability to advocate to potential partners
- Demonstrated skills in seeking out new partnerships and opportunities, securing sponsorship and partnership management
- Demonstrated skills in new and innovative campaigns including design work
- A good understanding of and experience in working with digital platforms (Social media channels, CMS e.g., WordPress, Adobe Creative Cloud, Mail Chimp)
- Good grammar, copy-writing and proof-reading skills
- High levels of competency in English – spoken and written
- Experience in live streaming and video production
- The ability to work in a small team working at all levels from grassroots to high performance
- Sports sector experience with preferably badminton knowledge
- Good time management and organisational skills, the ability to prioritise work and meet timelines