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| **Position Description**  **Communication and Marketing Manager** | |
| **Employer:** | Equestrian Sports New Zealand |
| **Position Title:** | Communication & Marketing Manager |
| **Reports to:** | General Manager Community |
| **Position Type:** | Location – Flexible |
| **EQUESTRIAN SPORT NEW ZEALAND OVERVIEW**  Equestrian Sport New Zealand (ESNZ) is the national sports organisation (NSO) for Equestrian Sports in New Zealand as recognised by Sport New Zealand (SNZ) and High-Performance Sport New Zealand (HPSNZ), the New Zealand Olympic Committee (NZOC), the New Zealand Paralympic Committee (NZPC) and the Federation Equestre Internationale (FEI).  ESNZ is responsible for the management and development of the sport through the various disciplines to provide pathways and competition for riders, coaches, officials, and international teams representing New Zealand from age group development to elite teams, including World Championship sand the Olympic Games. The disciplines include Eventing, Show Jumping, Dressage, Endurance and Para.  ESNZ is structured across the Areas of **Community and Participation** (Coaches, Officials, Schools, Wellbeing, Other Equine partners) **High Performance** (Athletes, Coaches, Athlete support staff) **Competition** (Lead by Disciplines) **Finance and Risk** and **Operations IT.**  ESNZ’s vision is to enrich the lives of humans and horses through equestrian pursuits.  Equestrian Sports New Zealand exists for the equestrian community to participate in organised, safe and inspiring recreational and competitive equestrian sport experiences. *‘Pony to Podium’*  We will deliver our vision through three clear focus areas.   * Quality Horse and Human Recreational Experiences * Quality Horse and Human Competitive Experiences * World Winning Performances   Underpinning this is our values of   * Integrity * Excellence * Inclusiveness * Wellbeing of the Horse and Human.   See our attached Statement of Strategic Intent and ESNZ Structure documents. | |
| **Job Purpose:**  To lead and manage ESNZ Communication and Marketing plan. You will develop an overarching plan that develops and manages all our general and social media communication platforms. Develop and lead the marketing approach for all our central and discipline brands.  Create, produce, and deliver content across all ESNZ Social Media platforms. | |
| **You will have:**   * Strong communications strategy knowledge and understanding * Experience in developing and shaping marketing tools and strategies. * Strong ability to communicate clearly and concisely to internal and external staff. * Build strong relationships with partner brands and sponsors. * Excellent phone manner and customer service skills. * Excellent IT skills, able to pick up new IT packages and systems quickly. * Problem solving skills. * Exceptional level of attention to detail. * Strong time management skills. * Ability to remain calm under pressure when dealing with customers is a must. * A passion for Equestrian sport (desirable but not essential). | |
| **Key Relationships:**   * CEO * General Manager – Community * Memberships Manager * Operations Manager * Casual Membership Services Staff * Other ESNZ Staff * Discipline Sport Managers (Jumping, Dressage, Eventing, Endurance and Para-Equestrian). * ESNZ Members, Owners, Breeders, Area Group Secretaries, Affiliates and Online Entry Providers. | |
| **Responsibilities:**   * To develop a ESNZ Comms and Marketing strategic plan (C&M) * To lead and manage the ESNZ Comms and marketing plan (C&M) * To develop and maintain strong and positive relationships with the discipline sports managers ensure a connected and positive implementation of the C&M plan. * Lead and manage the marketing and branding work for ESNZ central and support disciplines. * To manage the operation element of our sponsors marketing * Establish a social media calendar. * Create, produce, and deliver content across all ESNZ Social Media platforms. * Respond to members feedback and queries sent via social media. * Work with the disciplines and other departments to identify opportunities to create, produce and deliver content for any campaigns, projects, or competitions etc. * Take an active lead in the design and content required for marketing and promoting ESNZ at the Horse of the Year Show. | |
| **Website and Digital Support**   * Lead and managed the re development of the ESNZ website and digital strategy to be more effective and usable. * Ensure the information on the website is current and up to date, including downloadable forms, rules and frequently asked questions. | |
| **Personal Specification** | |
| * Able to manage own workload and time to complete tasks effectively and efficiently. * Demonstrable ability to accurately manage data and information. * Capable user of computer technology including Excel, Word, Outlook, and database programmes including the ability to learn new programmes quickly. * Proven ability to problem solve, deliver exceptional customer service and competently manage customer complaints and feedback. * Have the ability to work calmly when under pressure. * Willing and co-operative team player/member. * Enthusiastic outlook and willing to go the extra mile. * Knowledge of Equestrian sport/horse industry would be helpful but is not essential. | |