

## POSITION DESCRIPTION

Position title:	<b>Content Coordinator</b>
Reports to:	Marketing and Sponsorship Manager
Office location:	Cambridge, New Zealand
Employment Status:	<b>Full time, fixed term</b>
Direct reports:	Interns (potentially) and contractors
Works with:	High Performance, Pathway Development and Events & Member Services Departments, athletes and media

---

## CYCLING NEW ZEALAND OVERVIEW

Cycling New Zealand (CNZ) is the national sports organisation (NSO) for all cycling codes in New Zealand, as recognised by the International Cycling Union (UCI), Sport New Zealand, High Performance Sport New Zealand (HPSNZ), the New Zealand Olympic Committee (NZOC) and the New Zealand Paralympic Committee (NZPC), representing the interests of Road & Track, Mountain Bike, BMX, and Schools Cycling.

CNZ is responsible for the management and development of the sport from the national teams at the elite level, including World Championships, Olympic and Commonwealth Games, through to club and community level participation.

CNZ is structured across the areas of high performance and development (athletes, coaches, support staff and officials), events, participation and memberships, commercial, communications and corporate services, including finance and administration.

CNZ's key targeted outcomes are:

- Increased medal success internationally
- Growth in participation and membership
- More role models for New Zealand and cycling
- A strong, healthy, and sustainable organisation

CNZ's key values are:

- We are proud of who we are, what we do, and the sport and organisation we represent
- We care equally about people and performance
- We are inspired and inspiring
- We are humble and engaging
- We are driven by the legacy we will leave

## KEY PURPOSE OF ROLE

The **Content Coordinator** is responsible for the creation, implementation and delivery of Cycling New Zealand's overall Marketing, Sponsorship and Communications plan.

Working with Cycling New Zealand's Marketing and Sponsorship Manager and the Media Manager, the role will ensure the planning creation and implementation of content to promote all Cycling New Zealand's activities, ranging from elite and development activities. This is a multifaceted content role covering the generation of clear plans followed by the either direct or delegated delivery of social media and website content, design of promotional collateral, EDM and digital asset creation/management.

The role supports the organisation by providing the creation of high quality, timely communication initiatives and digital content, and provides feedback by monitoring audience engagement.

The role creates and shares plans to implement communications and content activities online, in alignment with the Cycling New Zealand Marketing strategy, bringing to life the cycling story (all disciplines and codes) across, but not limited to:

- I. High Performance programmes;
- II. Development and Pathway programmes;
- III. Athlete and Coach Development;
- IV. Junior campaigns;
- V. International and domestic cycling events and rider achievements;
- VI. Acknowledging sponsors;
- VII. Member organisations and clubs;
- VIII. From time to time assistance at key events.

## REPORTING STRUCTURE

The Content Coordinator reports directly to the Marketing and Sponsorship Manager. The Content Coordinator is a key collaborator and communicator within the organization and must work and liaise with virtually all programme staff across the organization as well as key external stakeholders.

## KEY FUNCTIONS OF THE ROLE

### 1. Communications planning and monitoring

- a) Guided by the Marketing and Sponsorship Manager and in collaboration with the Media Manager, where appropriate, develop content plans with a specific emphasis on social media to support wider organisational objectives and strategies;
- b) In line with the strategic marketing plan and in support with the Marketing and Sponsorship Manager, ensure the needs of partners, sponsors, member organisations and other key stakeholder are considered;

- c) Working collaboratively with CNZ team and sponsors and in line with the strategic marketing plan, plan and coordinate the delivery of branding, social media capture.

## 2. Digital Content Creation

- a. **Create and produce content** for digital channels in alignment with the marketing strategy, including developing and sharing plans, writing and proofing content for, but not limited to:
  - i. E-news letters
  - ii. Scan, create and share social media content across all platforms like, but not limited to:
    - 1. Developing stories and conducting interviews to create content
    - 2. Still imagery editing, posting and sharing for social and website;
    - 3. Video creation and sharing for Cycling New Zealand, member organisation, partners and sponsors (5-10 hours per week);
    - 4. Scan social media and share athlete achievements and promotion of Cycling New Zealand
  - iii. Advert and artwork generation;
  - iv. Website editing and content management;
  - v. Creation of other resources and promotional material.
- b. Either in person or remotely, cover targeted international and domestic events on social media and website;
- c. In collaboration with the Media Manager, work with photographers and journalists to ensure accuracy of articles and correct storage of imagery
- d. Proof articles and content to ensure accuracy for all mediums
- e. Develop and update website content, working across the whole organisation to ensure the most up to date and interesting information is presented.
- f. Working with the Media Manager ensure team and sport media is profiled quickly and accurately across social media and websites

## 3. Reporting and review

- a. Continually review the evolving marketing environment and ensure Cycling New Zealand effectively responds and adapts to noted trends;
- b. Proactively manage communication collateral and resources, including image and video libraries so the wider organisation can access and use these.
- c. Provide media analytics and be comfortable to make recommendations for improvement
- d. Produce specific reports as required.

#### **4. Key Projects**

- a. Undertake special projects from time to time as agreed with the Marketing and Sponsorship Manager across the marketing spectrum

#### **Personal Attributes - Communications Coordinator**

- Have strong writing and proofing capabilities and work accurately under tight deadlines.
- Experience creating high quality video content for social media
- Have a passion for sport, especially cycling
- A great team player who values collaboration
- Manages expectations of people well, with strong communication skills
- Experienced with the latest digital and social media tools
- Highly organised with good attention to detail
- Reliable, respectful and thorough.
- Capacity to occasionally travel to domestic events