

POSITION DESCRIPTION

Position title: **Marketing Manager**
Reports to: Chief Executive
Office location: Cambridge, New Zealand
Employment Status: Part-time, Permanent
Direct reports: Social Media Content Coordinator, Media Manager (External)

CYCLING NEW ZEALAND OVERVIEW

Cycling New Zealand is the National Sports Organisation for all cycling codes in New Zealand in the interests of; Road & Track, Mountain Bike, BMX, and Schools Cycling. Cycling New Zealand is on a journey to share our story and grow public awareness of Cycling as an exciting and vibrant sport where Kiwi's succeed. The role of Marketing Manager exists to support this story. This role will provide a broad range of support activities to promote our brand and messages and key activities across the sport.

Our Purpose ***Unlocking people potential***

Our vision ***A thriving community across the sport of cycling***

ORGANISATIONAL VALUES

INTEGRITY We are honest and transparent, uncompromising in our commitment to strong moral and ethical principles
RESPECT We celebrate our community, we lead through our actions
INNOVATION We constantly look at working smarter and more efficiently seeking improvement in all we do
EXCELLENCE We aim high in everything we do, striving to be better in all we do
COLLABORATION We connect to achieve our purpose, we build trust in our relationships

KEY PURPOSE OF ROLE

The purpose of the role is to promote the CNZ purpose, vision and values by sharing the stories of cycling and to promote the national brands of each cycling code.

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KEY FUNCTIONS OF THE ROLE

1. Marketing and communications

- Design, implement and measure the success of an integrated marketing communications plan that enhances Cycling New Zealand's image and builds engagement with its mission, vision, values, and brand story.
- Ensure the effective articulation and consistent collective communication of Cycling New Zealand's mission, vision, values, and brand story across all stakeholders, both internal and external.
- Oversee the editorial direction, design, production, and distribution of all Cycling New Zealand publications.
- Develop and monitor brand guidelines for the consistent application, placement, and presentation of Cycling New Zealand's identity.
- Design and implement event specific marketing communication plans for the promotion key events (e.g., Tier 1 and major events), competitions, and initiatives.
- Develop and disseminate resource materials to assist Membership Organisations in the marketing, communications and positioning of their events, programs, and activities.
- Provide counsel to Membership Organisations on marketing, communications, and public relations.

2. Social media and digital design

- Develop and implement an appropriate digital strategy, including website and digital channel management.
- Lead the Social Media Content Coordinator to ensure agreed outcomes are met.
- In conjunction with the Social Media Content Coordinator, review analytics and adjust the social media delivery to enhance CNZ's reach and effectiveness.

3. Communications Management

- Working closely with the Media Manager, lead the proactive identification and conversion of earned media opportunities that positively promote and build engagement with Cycling New Zealand's mission, vision, and brand story.
- Coordinate with the Media Manager to proactively identify and drive earned media opportunities that promote of key events, competitions, initiatives, and news.

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4. Budget Management

- Working with the CEO, develop and manage short- and long-term plans and budgets for the marketing communications programme and activities.

5. Special projects

- Undertake special projects from time to time as agreed with the Chief Executive.

KEY RELATIONSHIPS

1. Internal

- Cycling New Zealand staff
- HPSNZ Athlete Support
- Cycling New Zealand Board and subcommittees
- Member Organisation's Board and subcommittees

2. External

- Sport NZ
- HPSNZ
- Home of Cycling
- Media
- New Zealand Major Events
- Union Cycliste Internationale (UCI)
- CNZ appointed contractors
- Other International Federations as necessary

KEY PERSON SPECIFICATIONS

1. Qualifications and Experience

- Qualifications in marketing or 5+ years experience in a related role
- Experience in a National Sports Organisation is desirable
- Experience working with media and public communications
- Experience managing social media and digital platforms in a business context
- Experience in people management
- Experience in developing, implementing and monitoring marketing plans to a strict budget

2. Knowledge and Skills

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- Strong writing, editing, proof reading, layout and design, professional printing / publishing skills.
- Strong leadership and influencing skills .
- Wide degree of creativity and latitude.
- Problem solving ability to identify issues and react appropriately.
- Strong reading and comprehension skills.
- Excellent ability to communicate in English verbally and in written material concisely, accurately and comprehensively.

3. Competencies and Behaviours

- Self-managed with high initiative.
- Strong relationship builder across many differing stakeholders and partners.
- Integrity to maintain and promote ethical and professional standards including maintaining confidentiality and diplomacy in dealing with matters of a sensitive nature.
- Tolerance for stress to maintain stable performance whilst under pressure including the ability to relieve stress in a manner that is acceptable to self, others, and the organisation.
- Able to stay level-headed in public and professional settings.
- Articulates differing perspectives on a problem and will see the merit of alternative points of view.

4. Physical Capabilities

- Manual handling (up to 10kg)
- Bending & twisting
- Sitting for long periods
- Keyboard, mouse and monitor operation (approx. 7 hours per day)
- Vehicle driving

5. Key notes:

- Given the nature of sport, it is likely this role will be required at times to work out of normal business hours including evenings and weekends.
- This role may require both domestic and international travel.