



Auckland CRICKET

POSITION DESCRIPTION – Club Membership Co-ordinator

Reports to:	Marketing and Communications Manager
Direct Reports:	Nil
Position Type:	Contract – full time between August 1 and April 30
Hours:	Full-time – hours will vary considerably and person will be expected to work regularly outside normal office hours
Areas of Responsibility:	Help deliver a value added membership package for three of Auckland Cricket's clubs via enhanced communications practices and member benefits.

Background & Job Description

The position will assist the three clubs involved in a trial membership-servicing programme being launched by Auckland Cricket. The programme focuses around helping clubs provide additional benefits to their membership and improving the way that clubs communicate with their members.

The role will focus on assisting in setting up mechanisms that provide built in value to the club membership and in delivering a communications plan across the season that significantly improves the quality and frequency of communication.

Key position responsibilities

- Create a season communications plan for each club
- Create, edit and send a weekly electronic newsletter for each club's membership
- Assist in the set up and transfer of information into the club's new website
- Co-ordinate material to go on each club's website, such as interviews, profiles and features
- Oversee general maintenance and currency of club websites
- Produce a variety of video and audio content for club websites and social media
- Take responsibility for club's existing social media feeds and ensure that they are updated regularly with relevant content
- Liaise with Club Manager and relevant club personnel about events within each club and ensure they are covered
- Assist clubs in obtaining regular photo coverage of Saturday cricket as well as other important events
- Assist in the set up and implementation of a unique lifetime membership numbering system at all three clubs
- Assist in implementation of a club membership card system
- Conduct regular meetings with each Club Manager to discuss ideas and get feedback on the trial

Key Relationships

- ACA trial clubs
- Volunteers
- Club coaches
- Club players
- ACA staff

Key attributes, skills & knowledge

Attributes

- Computer literate with particular importance placed on web based operating systems and Microsoft Excel
- Excellent writing skills, with emphasis on writing for an online audience
- Outstanding organisation & time management skills with the ability to prioritise and manage workload to meet deadlines
- Ability to show initiative and take ownership of projects
- A willingness to work flexible hours to meet the demands of the job
- An understanding of the social media environment and how to create engaging content
- A real passion for the game of cricket at all levels

People and Communication skills

- An outgoing confident personality with an ability to relate well to people at all levels
- Ability to communicate with people from grass roots to Board level
- Ability to build a rapport with club officials
- Can effectively build and maintain networks and relationships with key stakeholders, service providers, and associated organisations

Teamwork

- Develop good teamwork skills by building and maintaining effective working relationships with colleagues and external stakeholders
- Readily shares information and supports the work of others
- Works collaboratively and co-operatively with others

Qualifications and Experience

- Marketing or communications tertiary qualification
- Experience in writing articles for the web
- Experience in interviewing