



Auckland CRICKET

POSITION DESCRIPTION – Marketing and Communications Assistant

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:	<p><i>Communications:</i> Website reporting and administration; audio and video content creation; social media management.</p> <p><i>Marketing:</i> assist in the implementation of Georgie Pie Super Smash T20 and international marketing plan; logistical handling of GPSS and international hospitality; assistance with event management.</p>

Background & Job Description

The position has two key components, the first of which is to be the key person in updating Auckland Cricket's communications channels by creating, posting and promoting a range of content across different mediums. The person will be responsible for implementing the audio, video and web elements of the integrated communications plan as well as assisting in delivering other areas. The role will require a person who is willing to work flexible hours to get the job done.

The second component is to provide assistance in carrying out the marketing plan for Auckland Cricket which focuses on the promotion, and delivery of hospitality, for domestic and international cricket. This will involve a large amount of logistical work and will require a good eye for detail and a high degree of organization.

Key position responsibilities

Communication

Website

- Produce written features for the Auckland Cricket website as laid out in the Web Stories content plan, including weekly and monthly features, match reports and page updates
- Post other stories as they arise and be the main point of contact for staff to write and post material
- Oversee general maintenance and currency of website

Audio and video

- Assist in creation and take overall responsibility for delivery of Audio and Video season content plans, including script, conduct, edit, post and publicise material
- Assistance in delivery of live streaming for scheduled games across the season

Social media

- Responsibility for content delivery on all social media channels (Facebook, Twitter, YouTube, AudioBoom)
- Responsible for ensuring that Auckland Cricket meets its obligations to New Zealand Cricket and sponsors across these channels
- Drive greater engagement and at the same time increase our fanbase across these mediums by providing relevant, interesting content and being highly responsive

General

- Assistance with send-outs for monthly and weekly newsletters as well as marketing and event sends
- Assistance with creation of a variety of publications

Marketing

Domestic cricket competitions

- Assistance in domestic competition marketing planning and overall responsibility for delivery of programme
- Organization of and hospitality and membership offerings for domestic competitions including liaising with Eden Park Catering and Eden Park Trust, and co-ordinating invites and ticketing
- Responsibility for update and maintenance of Auckland Cricket season hospitality schedule
- Assist on domestic match days and be point of contact for hospitality area

International games

- Assist with Auckland Cricket's marketing campaigns around international games held at Eden Park
- Responsibility for liaising with clubs around marketing plans and co-ordinating any promotions
- Assist in organization of hospitality for international games including liaising with Eden Park Catering and Eden Park Trust
- Co-ordinate all hospitality arrangements with invitees including creation, send and recording of invites, as well as distribution of any ticketing
- Assist on international match days and be point of contact for hospitality area

Event management

- Assist in event planning and running of a variety of events, most notable the Cricketer of the Year dinner

Key Relationships

- ACA staff
- ACA clubs
- Mondiale Aces and Auckland Hearts players
- Sponsors
- Trusts
- Eden Park Catering
- Eden Park Trust
- Schools

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 journalism tertiary qualification.
- Experience in writing articles for the web
- Experience in interviewing