



Digital Content Lead

Duration: October to March. Fixed Term, Full Time

PURPOSE

- Build a connected and diverse fan base through creation of engaging content and communication across digital platforms.
- Develop and implement a digital content & communications strategy that brings awareness to all aspects of the organisation and assists CCA to achieve strategic objectives.
- Source and produce content and communications that are on brand and consistent with CCA values.
- Develop a close relationship with the internal and external stakeholders to support and drive content generation.

SPECIFIC DUTIES & RESPONSIBILITIES

Digital Platforms

- Plan, create and deploy outstanding digital experiences across all channels including video, photo, and graphic design assets.
- Monitor and report on brand engagement across all channels.
- Maintain the CCA website working alongside our website provider and marketing agency to ensure content remains relevant.
- Respond to customer inquiries through digital channels.
- Develop plans to aid the growth of our EDM audience
- Stay on top of relevant digital trends.

EDM's

- Work closely with our marketing agency to ensure timely provision of content for weekly e-newsletters
- Provide back-up support if required to ensure deadlines are met.

Events & Match Day Coverage

- Ensure coverage of domestic matches and key CCA events.
- Attend all Super Smash home fixtures and ensure marketing obligations are met, including communicating team announcements, coordination of pre-game toss, helping with post match presentation etc.
- As a minimum cover away Super Smash fixtures in real time across our various digital channels to maintain fan engagement and season narrative



Strategy

- Manage effective relationships with external content providers who assist with content creation and execution of the marketing strategy.
- Develop and maintain strong working relationships with coaching and playing group to assist with content creation where appropriate.

Relationship management

- Work collaboratively across the CCA in order to ensure content represents all aspects of the organisation.
- Build and maintain relationships with a range of people, including sponsors, players/coaches, media, MAS, NZC and NZCPA
- Manage a seasonal intern to aid in the delivery of the above responsibilities.

Budget

- Work within agreed budgets.

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

Work experience

- Ideally a minimum of 2 years' experience in content creation
- Proven experience creating content across digital platforms.
- Proven success introducing communications initiatives to maximise brand, reputation, digital



and mainstream media coverage.

- A solid understanding of the internal workings of a sporting organisation would be an advantage.

Knowledge, skills & experience

- Skilled at developing pictorial, video content and stories for the website, newsletters and digital platforms.
- Knowledge and experience using video and photo editing software, such as Adobe Creative Suite or similar
- Ability to plan, manage workload and adhere to deadlines.
- Excellent verbal and written communication skills.
- Ability to build and maintain relationships with a range of people.

Personal attributes

- Must have a passion for or strong interest in cricket.
- Enjoys providing excellent customer experience.
- Friendly, approachable and a natural problem solver.
- Comfortable working in an open plan office environment.
- Physically fit and able to be on your feet for extended periods.
- Prepared to work on evenings, weekends, and holidays as required, especially across the cricket season.
- A desire to learn and develop in a fast paced, ever-changing environment.

Qualifications

- Relevant qualification or noticeable experience in Digital Content
- Must be legally entitled to work in New Zealand.
- Must have a current full drivers license.