November 2015

MARKETING AND COMMUNICATIONS MANAGER

Reports To: Chief Executive
Location: Hockey New Zealand, 14 Normanby Rd, Mt Eden, Auckland

Hockey New Zealand’s Strategic Direction

Hockey New Zealand’s purpose is to advance the sport of Hockey for all, for life. To achieve this, Hockey New Zealand has five core strategies:

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Outcomes</th>
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<tr>
<td>1. Build the Hockey Community</td>
<td>Attract and retain participants for life</td>
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<td>2. Build a World Class High Performance Programme</td>
<td>Win medals on the world stage</td>
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<td>3. Supporting Spectacular Events and Competitions</td>
<td>Captivate New Zealanders and showcase hockey</td>
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<td>4. Create Value Through Brand Profile and Marketing/Communication Strategies</td>
<td>Grow sustainable revenues from hockey’s properties, and build hockey’s brands and profile,</td>
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<td>5. Provide Strong Leadership and Organisation</td>
<td>Best practice sporting organization throughout New Zealand</td>
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Main Objective of the Role

To build the profile of hockey and our brands through highly effective marketing, communications and media management while building the online hockey community.

Key Performance Indicators

Marketing
- Successful implementation of marketing plans
- KPI’s related to targeted marketing programmes
External communications and brand
- Quantity and quality of media coverage
- Brand strength – hockey as a code, Black Sticks, Small Sticks
- Website and social media stats

Hockey Community Communications
- Website statistics
- Engagement of online community
- Growth of Hockey New Zealand database

Online Hockey Community, Website and Member Management System
- Web and social media stats
- Update of the nationally consistent website by Regions, Associations and Clubs
- Update of player registration

Breadth of Responsibility

Staff – Direct Responsibility
- 1 FTE

Management of Key Relationships
- Marketing and Communications Agency (as required)
- Sports and general media
- Sports Technology Group (database/website)
- NZME (media partner)
- SportNZ
- Hockey Regions and Associations

Key Tasks

Marketing Management
- Lead the development of an annual Marketing Plan which complements and enhances Hockey New Zealand’s Annual Plan, and the Hockey Strategy

Strategic Management
- Lead the development of an annual Communications Plan which complements and enhances Hockey New Zealand’s Annual Plan, and the Hockey Strategy
- Support development of the online communications strategy
- Ensure external and internal communications is an integral part of Hockey New Zealand’s planning process

Planning and Financial Management
- Understanding of the Commercial Opportunities available using new Technologies
- Develop, manage and monitor the Marketing and Communications Annual Plan and related budget

Annual Communications Plan and Programme
- Develop, manage and execute an annual communications programme which encompasses the full range of media opportunities, that will give hockey consistent media coverage throughout national, provincial and regional media outlets
- Particular emphasis is placed on
• The Black Sticks teams and events they are competing in both domestically and Internationally;
• The National Hockey League; and key HNZ domestic tournaments such as Masters and age
group based tournaments
• Major events and tournaments hosted by New Zealand

Create Hockey Heroes
• Build the brand of the Black Sticks by developing and implementing a programme to create Hockey
  Heroes utilising the talents of current and past national players
• Support national players to enhance their media and communication skills

Oversee and support the Media and Digital Channels Manager to:

Establish Hockey on Television
• Build scale and desirability of hockey and the Black Sticks by dramatically increasing the coverage of
  hockey on television

Media Management
Establish, develop and manage all media relationships for Hockey New Zealand Corporate
Communications
• Assist the CEO with building the public profile and reputation of Hockey New Zealand
• Provide support with management of releases and issues management

Build the Online Hockey Community
• Lead the development of the HNZ website and other online and social media tools to enable creation
  of a strongly connection online hockey community

Manage Key HNZ Communications Tools
• Manage and enhance all core communication tools – newsletters, Annual Report, and online
  mediums

Media and Brand Monitoring
• Measure, review and refine communication efforts through the use of media monitoring
• Develop and manage a brand monitoring programme for hockey’s brands

Monitoring and Reporting
• Monthly Management Reporting on progress of Communications Plan, media coverage and brand
  profile
• Report as required to the CEO

Staff Development and Management
• Effective management of Online Management

Key Relationships
• Hockey New Zealand team, in particular
  o Hockey New Zealand’s High Performance team, in particular the High Performance
    Manager and the respective National Team Coaches and Team Managers
  o The National Squads
  o Commercial Manager
  o Tournaments and Events
• Hockey New Zealand’s Associations and officers with responsibility for media and communications
• Hockey New Zealand’s online community
• Media personnel throughout New Zealand
• Website Provider and other online service providers
• Advertising Agency
• Research and Monitoring providers - Media Monitors (and Nielsen Research)
• NZOC and Commonwealth Games communications management personnel
• FIH and other Hockey NSOs communications management personnel
• Other stakeholders who play a vital role in Hockey New Zealand’s reputation and profile management, such as government officials, commercial partners and

**Person Specification**

A strong passion for sport.

Knowledge of sports marketing, media and communications is highly desirable, but not essential.

*Experience*

• Strong experience in data base communications and marketing
• Substantial experience in public relations or communications roles
• Proven record of experience of wider stakeholder management, from both an internal and external communications perspective
• Highly desirable to bring successful media relationships to the role
• Highly desirable to have web management experience
• Highly desirable to have knowledgeable understanding of online social networking from a communications management perspective
• Ability to work effectively with the full range of stakeholders who would influence a not-for-profit organisation, from volunteers to commercial partners to government officials

*Knowledge*

• A recognised public relations, communications management qualification preferred
• Preferably, educational qualifications and/or experience which demonstrate a senior management capability
• An understanding of the wider social and political context in which hockey operates
• An awareness of the place of hockey in New Zealand and a connection with sport in general

*Skills*

• A proven influencer with a range of stakeholders
• Innovative and insightful
• Very effective communication skills
• Strong initiative and problem solving abilities
• Strong time management and organisational skills
• Embraces change positively and actively seeks new and improved ways to do things
• Ability to effectively sell initiatives within and outside of the sport