

Basketball New Zealand Incorporated

JOB DESCRIPTION

JOB TITLE

- **Communications & Content Lead**

PURPOSE

- **Responsible for developing and implementing communication strategies to enhance Basketball New Zealand Incorporated's brand reputation, engage stakeholders and support business objectives.**

SPECIFIC DUTIES & RESPONSIBILITIES

Communication Strategy Development:

- Collaborate with senior leadership and cross-functional teams to develop comprehensive communication strategies aligned with business objectives.
- Identify key messaging themes and communication channels to effectively reach target audiences.
- Monitor industry trends and best practices to inform communication strategies and tactics.

Brand Management

- Ensure that the company's brand identity is consistent across all marketing materials and communications.
- Create or manager the creation of marketing collateral, including brand assets/logos, presentations, digital assets and other resources.
- Monitor industry trends and best practices to inform communication strategies and tactics.

Content Creation and Storytelling:

- Develop compelling content for various communication channels, including press releases, articles, blog posts, social media posts, and internal communications.
- Craft clear and engaging messaging that resonates with target audiences and reinforces the company's brand identity.
- Use storytelling techniques to communicate complex ideas and initiatives in an accessible and relatable manner.
- Support the Digital and Data Lead role to collaborate with cross-functional teams to develop compelling digital content, including website copy, blog posts, videos, articles, photos, and interactive content.
- Collaborate with internal teams and external partners to produce high-quality content aligned with BBNZ's brand and objectives.
- Ensure that content and storytelling align with outcomes of market research and analytics and are up to date in relation to industry trends and best practice.

Media Relations:

- Cultivate relationships with media outlets, journalists, and industry influencers to secure media coverage and promote positive press for the company.
- Draft press releases, media pitches, and other materials to announce company news, events, and initiatives.
- Continually look to explore non-traditional media platforms to engage with key fans and audiences.

Internal Communications:

- Develop and implement internal communication strategies to keep employees informed and engaged with company initiatives, values, and goals.
- Create content for internal newsletters, intranet sites, and any other communication channels to foster a positive and inclusive company culture.
- Support the coordination of internal events to facilitate open communication and feedback between employees and leadership.

Responsible for/to | Relationships

- Role has a primary reporting line to the General Manager Marketing and Communications
- Key Internal Relationships – CEO, COO, Commercial Team, Community Team, High Performance Team, Tournaments and Events Team, Facilities and Insights Lead
- Key external relationships – Fans, Media, various advertising media, Associations, agencies, contractors (e.g content creators)

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.
- Prioritise fan and audience centric communication and content
- Cultivate effective relationships with external parties integral to achieving marketing and communications strategy and objectives
- 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' best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfilment 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

- Bachelor's degree in Communications, Public Relations, Journalism, or related field; Master's degree preferred.
 - 3 years of experience in communications roles, with a focus on strategic communication planning and execution.
 - Strong writing and editing skills, with the ability to craft clear, concise, and compelling messaging for diverse audiences and communication channels.
 - Proven experience in media relations, with a track record of securing positive media coverage and building relationships with journalists.
 - Excellent interpersonal and presentation skills, with the ability to effectively communicate with stakeholders at all levels of the organization.
 - Crisis communication experience preferred, including the ability to remain calm under pressure and manage communication during high-stress situations.
 - Knowledge of digital communication tools and platforms, including social media, content management systems, and email marketing platforms.
 - Experience in cultural and youth centric campaigns and content
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