

# Basketball New Zealand Incorporated

## JOB DESCRIPTION

### JOB TITLE

---

- **Digital and Database Lead**

### PURPOSE

---

- **Responsible for driving Basketball New Zealand Incorporated's digital marketing and using data insights to optimise campaign performance.**
- **Responsible for cultivating insights that inform improved decision making across all areas of the organisation.**

### SPECIFIC DUTIES & RESPONSIBILITIES

---

#### **Digital Marketing and Campaigns**

- Support digital marketing initiatives and campaigns by providing audience segmentation, targeting, and database segmentation services.
- Develop and implement strategies to optimise digital presence and engagement, including content planning, publishing schedules, and audience targeting.
- Integrate digital marketing efforts with CRM systems and databases to track campaign performance, conversion rates, and ROI.
- Create a unique experience for each event or tournament run by BBNZ.

#### **Database Management**

- Manage BBNZ's databases, including fan databases, membership databases, player databases, and operational databases, noting that the BBNZ Facilities and Insights lead, will maintain the relationship management of any membership/player databases.
- Develop a single view of the customer (fan/members/players etc) i.e. combine all relevant customer data from all accessible sources into a unified customer record.
- Ensure data integrity, accuracy, and compliance with relevant regulations, such as data protection laws.
- Implement data governance policies and procedures to safeguard sensitive information and ensure proper usage and access controls.

#### **Data Analysis and Insights**

- Utilise data analytics tools and platforms to collect, analyse, and interpret marketing performance data, analysing user behaviour, engagement patterns, and trends across digital platforms.
- Generate insights and actionable recommendations to inform fact based, audience led decision making across the business and optimise digital strategies.
- Develop (with GM Marketing & Comms) and deliver reports, dashboards, and presentations to communicate findings and key performance indicators (KPIs) to stakeholders
- Undertake and utilise audience research to assist with organisation wide decision making e.g. partner research or voice of the fan surveys.
- Conduct A/B testing and experimentation to optimise digital campaigns and user experiences.
- Ensure our Gameday systems integrate correctly with LiveStats.

#### **Digital Asset Management**

- Manage and optimise digital marketing platforms, including websites, social media accounts, email marketing systems, and marketing automation tools.
- Oversee the management and maintenance of all digital assets, including websites, mobile applications, social media channels, and multimedia content.
- Oversee website performance, user experience (UX), and search engine optimisation (SEO) efforts to drive organic traffic and conversions.
- Keep our information relevant and to find different ways to display our content.
- Ensure consistency in branding, messaging, and user experience across all digital platforms.
- Monitor and ensure compliance with digital privacy regulations and best practices.

**Content Development and Optimisation:**

- Collaborate with cross-functional teams to develop compelling digital content, including website copy, blog posts, videos, articles, photos, and interactive content.
- Optimise content for search engines and user engagement, incorporating keyword research and SEO best practices.
- Collaborate with internal teams and external partners to produce high-quality content aligned with BBNZ's brand and objectives.
- Monitor content performance and user feedback to refine content strategies and maximise audience engagement.

**Measurement and Reporting:**

- Develop and maintain dashboards and reports to track key performance indicators (KPIs) and evaluate the effectiveness of digital marketing campaigns.
- Provide regular performance updates and insights to stakeholders and make recommendations for optimisation and improvement.

**Website and App Development:**

- Lead the development and maintenance of BBNZ's official website and mobile applications, ensuring functionality, usability, and performance.
- Work closely with developers, designers, and IT teams to implement new features, enhancements, and updates based on user feedback and industry best practices.
- Conduct regular audits and usability tests to identify areas for improvement and optimisation.

**Platform Integration and API Management:**

- Manage integrations with third-party platforms, APIs, and data sources to enhance digital functionality, interoperability, and data exchange capabilities.
- Work with IT teams and external vendors to troubleshoot issues, implement custom solutions, and optimise integrations for seamless user experiences.

**Stakeholder Engagement:**

- Collaborate with internal stakeholders, including marketing, IT, operations, and commercial teams, to align digital initiatives with organisational goals and priorities.
- Foster strong relationships with external partners, agencies, and vendors to leverage expertise, resources, and industry best practices.

**Compliance and Data Privacy:**

- Ensure compliance with relevant regulations and standards related to data privacy, security, and digital accessibility.
- Implement and maintain robust security measures, protocols, and policies to protect sensitive information and mitigate risks of data breaches or unauthorised access.

**Training and Support:**

- Provide or manage the delivery of training and support to internal users and stakeholders on digital platforms, tools, and databases.
- Develop documentation, tutorials, and knowledge-sharing resources to empower users to effectively utilise digital resources and maximise their value.

**Continuous Improvement and Innovation:**

- Stay abreast of emerging technologies, trends, and best practices in digital media, database management, and fan engagement.
- Identify opportunities for innovation, process improvements, and efficiency gains in digital operations and database management.

**E-commerce and Revenue Generation:**

- Identify opportunities to monetise digital assets through e-commerce initiatives, subscription services, premium content offerings, and sponsorship integrations.
- Support the Development of strategies to drive online revenue growth and enhance commercial opportunities.
- Identify opportunities with Ticketing data and systems

### **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
- Be the key conduit between the community team and Data and Digital
- Key external relationships – Fans, Media, various advertising media, Associations

## **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' 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 Marketing, Data Science, Business Analytics, or related field; Master's degree preferred.
  - 5 years of experience in digital marketing roles, with a focus on data analysis and optimisation.
  - Experience in graphic design.
  - Communication and Marketing experience
  - Strong proficiency in digital marketing platforms and tools, including Google Analytics, Google Ads, social media advertising platforms, and marketing automation systems.
  - Advanced data analysis skills, with experience in data visualisation, statistical analysis, and predictive modelling.
  - Knowledge of digital marketing trends, best practices, and emerging technologies.
  - Excellent communication and collaboration skills, with the ability to effectively communicate insights and recommendations to non-technical stakeholders.
  - Strategic thinker with a results-driven mindset and a passion for leveraging data to drive business outcomes.
-