

Basketball New Zealand Incorporated

JOB DESCRIPTION

JOB TITLE

- **General Manager Marketing and Communications**

PURPOSE

- **Ensuring all marketing, communications and fan engagement activity contributes to deep and long lasting relationships with our fans**

SPECIFIC DUTIES & RESPONSIBILITIES

Develop and Implement Marketing Strategies:

- Develop, deliver and communicate an integrated marketing strategy that leverages all mediums and ensures all BBNZ's brands and products are positioned and communicated to achieve the organisation's objectives.
- Identify current and potential target markets, customer segments, and key differentiators to inform marketing strategies.
- Utilise market research and analytics to drive decision-making, optimise marketing campaigns and measure success.
- Ensure a detailed understanding of fans through data collection, analysis and segmentation.
- Collaborate with cross-functional teams to align marketing efforts with overall business goals.
- Accountability for integration/development of marketing strategies with BBNZ Events and Partnerships.

Brand Management

- Develop and maintain the company's brand identity, ensuring consistency across all marketing materials and communications.
- Oversee the creation of marketing collateral, including brand assets/logos, presentations, digital assets and other resources.
- Monitor brand performance and perception against the global Basketball and local sports landscapes to implement strategies to enhance brand awareness and reputation.
- Be the ambassador for our brand across all BBNZ run tournaments and events, as well as Partnership deals.

Crisis Communications:

- Develop crisis communication plans and protocols to effectively respond to and manage communication during crises or reputation-threatening situations.
- Serve as a key point of contact for media inquiries and coordinate responses with senior leadership and relevant stakeholders.

Digital Marketing

- Lead digital marketing initiatives, including website management, Search Engine Optimization (SEO) and Search Engine Marketing (SEM), email marketing, and social media strategies.
- Stay abreast of industry trends and best practices in digital marketing and implement innovative strategies to drive engagement and conversion.
- Develop BBNZ's digital strategy and implement the delivery of the strategy.
- Drive fan engagement through our digital assets and platforms whilst maximising commercial returns

Data and Digital

- Oversee the development and delivery of reports, dashboards, and presentations to communicate findings and key performance indicators (KPIs) to stakeholders
- Oversee the development and implementation of strategies to optimise digital presence and engagement, including content planning, publishing schedules, and audience targeting.

Content Development

- Oversee the development of compelling content for various marketing channels, including website copy, blog posts, articles, and press releases.
- Manage media relations and PR activities, including oversight of draft press releases, cultivating relationships with media outlets, and securing media coverage.
- Effectively engage external parties to achieve content development.

Communications

- Manage the development and implementation of internal communication strategies to foster employee engagement and alignment with company goals.
- Oversee the communications function, ensuring a coordinated approach to all PR and communications activities.
- Leverage and drive PR opportunities to support and enhance BBNZ's marketing strategy.
- Delegate a spokesperson for the company, representing the brand in interviews, speaking engagements, and public forums.

E-commerce and Revenue Generation:

- Develop opportunities to monetise digital assets through e-commerce initiatives, subscription services, premium content offerings, and sponsorship integrations.
- Develop strategies to drive online revenue growth and enhance commercial opportunities.

Budget Management

- Manage marketing budgets effectively, ensuring resources are allocated efficiently to maximise ROI.
- Monitor and analyse marketing performance metrics, and adjust strategies as needed to optimise results.

Responsible for/to | Relationships

- 2 Direct reports, 1 Digital and Database lead and 1 Communications Lead
- Role has a primary reporting line to the Chief Operating Officer and a secondary reporting relationship to the General Manager Commercial
- Key Internal Relationships – CEO, COO, Senior Leadership Team, Commercial Team
- Key external relationships – Fans, Media, various advertising media, Associations, team personnel, agencies, contractors (e.g content creators etc.)

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.
- A flexible attitude to working, willing to work evenings and weekends, understands Basketball is a sport where seasonal variations are required to get the job done.
- Must be able to travel domestically and occasionally Internationally, and balance work/life priorities.
- Commitment to BBNZ brand, culture, and values
- Is passionate about sport and in particular Basketball.

SKILLS, EXPERIENCE & EDUCATION

- Bachelor's degree in marketing, Communications, or related field; Master's degree preferred.
 - 10+ years of experience in marketing and communications roles, with 5 years in a leadership position.
 - Proven track record of developing and implementing successful marketing strategies that drive business growth.
 - Strong understanding of digital marketing channels and technologies, with hands-on experience in SEO/SEM, email marketing, and social media.
 - Excellent written and verbal communication skills, with the ability to craft compelling messaging for various audiences.
 - Demonstrated leadership and team management skills, with the ability to inspire and motivate cross-functional teams.
 - Strategic thinker with a data-driven approach to decision-making and problem-solving.
 - Ability to thrive in a fast-paced, dynamic environment and manage multiple priorities effectively.
 - Continuous learner with a hunger to adapt and evolve strategies and tactics to best achieve objectives.
 - Experience with cultural & trend-based marketing.
 - Creative and solutions focused while optimising varied budgets.
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