

Leagues Creative & Content Coordinator Job Description

Job title

Leagues Creative & Content Coordinator

Job purpose

While this role reports to the Leagues Media, Fans & Brand Manager, working on a daily basis within the Sky-BBNZ Leagues partnership will mean that in practice, some management direction may, from time-to-time, come from the Leagues General Manager and/or Sky.

This role has a key focus on and responsibilities for the professional implementation and delivery of the Leagues social and digital properties – NBL, Taiihi and Rapid League across both the NBL, Taiihi and Rapid League competitions.

The Leagues are managed by Sky and are responsible for the professional delivery of the NBL, Taiihi and Rapid League competitions.

This is an important position within the management and operation of the Leagues and while work-life balance is encouraged and required, there is an understanding that work outside of normal hours will be required to coincide with the schedule of a professional sports leagues and will also include travel within New Zealand.

Specific duties and responsibilities

- Lead and manage all social media and digital requirements for the NBL, Taiihi and Rapid League competitions to a professional standard.
- Where required, manage, co-ordinate and delegate to any operational staff and/or contractors and/or volunteers and/or interns from time to time as required to ensure the successful delivery of all requirements to a professional standard.
- Ensure all social media and digital responsibilities and outcomes align with the Strategic Plan, Marketing Plan, Communications Plan, and any other management plans put in place by Sky, the Leagues General Manager or the Leagues Commission.
- Work with stakeholders, including all teams, to ensure the professional delivery of all social media and digital for the NBL, Taiihi and Rapid League competitions.
- Attend all meetings as required by the Leagues Media, Fans & Brand Manager, the Leagues General Manager and/or Sky, be it in person or online.
- Work alongside other internal and external staff members and contractors to deliver professional and successful operations.
- Use League documents to professionally help administer the social media and digital requirements of the NBL, Taiihi and Rapid League and, where necessary, draw on the experience and knowledge of those around you to help make decisions.
- Working as a key member of the Leagues team, assist in ensuring rules, social and digital obligations, branding guidelines, commercial obligations and operations are upheld to the required standards across all stakeholders, including all teams and at events/games.
- As directed by the Leagues Media, Fans & Brand Manager, the Leagues General Manager and/or Sky, work within budgets and deliver best practice and professional outcomes according to the budget.
- If responsible for any budgets, ensure such budgets are adhered to and met.
- Work in a timely fashion with a focus on meeting deadlines.

- Where required, attend and assist at Leagues events, including Finals.
 - Work with social media and digital providers to ensure professional outcomes.
 - Maintain open dialogue with the Leagues Media, Fans & Brand Manager, the Leagues General Manager and Sky with a solution-focused attitude and an ability to manage, adapt and make decisions with immediate effect.
 - When required by the Leagues Media, Fans & Brand Manager, the Leagues General Manager and/or Sky, produce and deliver reports to stakeholders with regards to Leagues Social Media and Digital.
 - While maintaining a 40-hour working week, act responsibly in managing a work schedule that will include travel, weekend and night work.
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- Populate work in progress documents to enable greater visibility into short, and medium-term tasks for Leagues Media, Fans & Brand Manager, the Leagues Operations Manager and/or Sky and for the wider organisation when needed.
 - Become familiar and confident with using approved databases, applications and competition management systems.
 - Create/review/update operational social and digital processes, documents, forms and distribute to staff, contractors and/or volunteers, stakeholders, including Teams.
 - Resolve issues using agreed processes.
 - Document any feedback and address any urgent issues as it comes to hand.
 - Assist the Leagues Media, Fans and Brand Manager to understand agreements and delivery within the agreement and partner servicing when required.
 - Assist the Leagues Media, Fans and Brand Manager with organising reviews with stakeholders including Teams to gain feedback from the current season; successes, work ons, recommendations relating to media, fans and brand and social and digital.
 - Develop and complete surveys and distribute to relevant stakeholders.
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- Creating daily in-season and off-season content across all social media platforms, monitoring team posts and communicating directly with teams if there are issues and sharing relevant content, boosting online presence through engaging content and interaction.
 - Manage and document metrics for Leagues enabling comparisons with previous years.
 - Upload and maintain all League websites working closely with providers to keep digital operations running smoothly.
 - Write articles for League social and websites content.
 - Assist the Leagues Media, Fans and Brand Manager with media, players, coaches and others with media requests and footage requests.
 - Assist the Leagues Media, Fans and Brand Manager with footage supplied to teams, players and media signed off.
 - Assisting with other communications related tasks, for Leagues in-season and off-season, including, copywriting, graphic creation and consultation, organising photography related requirements, communication support for other departments.
 - Manage and recruit personnel to complete WSC and game reports for all Leagues (where required).
 - Manage any Leagues interns that work across the Leagues social and digital spectrum, including onboarding, guidance through tasks and reporting needs.
 - Use questions and/or metrics to compare with previous years results.

- Document metrics across all digital mediums such as (but not limited to) social media, website etc to provide in end of season and partner reporting.
- Facilitate and manage the Leagues photo database (cloud and hard drive).
- Manage the creative briefing process when needed to help ensure all league materials align with League brand guidelines and activity works towards organisational goals and that any and all projects are delivered on time and on budget.
- Manage the WSC highlight system to provide video clips to league socials, partners, teams and players when needed. This includes the supervision of the WSC regular season clipping crew.
- Analysing user engagement to research how followers interact with league social media to help predict trends and crystalise league strategy. This includes analysing metrics such as likes, comments, click-through rates, and any other measuring tools to measure engagement and growth.
- Reporting web analytics to create reports that detail user interaction metrics and inform the BBNZ and Leagues boards on the trend lines in league social activities

General Duties

- Be punctual and work the hours and times specified.
- Prioritize 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 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 and education

- Previous experience in sports administration preferably with competitions or events.
- Ability to work independently and as part of a team.
- Proven ability to work under pressure, make decisions and meet deadlines.
- A high level of organisational skill and attention to detail and the ability to multi-task.
- Outstanding customer focus and a commitment to the delivery of a quality service experience.
- Excellent written and oral communication skills.
- Strong interpersonal skills with the ability to build relationships with staff, stakeholders, and volunteers at all levels.
- A flexible, positive attitude to operate in a dynamic work environment.
- Computer skills in relation to the Microsoft Office suite of products (Word, Excel, Outlook, Powerpoint).

- Database/competition system experience (preferred).
- Fluent in Photoshop, Adobe Illustrator or similar programmes.
- Understanding of Hootsuite or similar social media tools.
- Flexibility to travel to regional partners and work extended hours at times, including some weekends and public holidays.
- Tertiary qualification in relevant field (preferred).
- Driver's licence.
- High School.
- 2 years experience minimum in advertising/marketing//content creation or similar role.