



## **Communications Advisor**

### **About Basketball New Zealand**

A rare and exciting opportunity to step into the sport industry has arisen at Basketball New Zealand.

This is an exciting time for basketball. Basketball is New Zealand's fastest growing major sport. Our national teams are playing more frequently than ever before and our recent inclusion in the FIBA Asia Zone sees Basketball New Zealand with more international presence than ever before. The local leagues, competitions and tournaments are getting bigger each year. Participation numbers are through the roof and more sponsors are looking to basketball to help their cause.

To help with this growth, Basketball New Zealand is seeking a Communications Advisor.

### **Position and Role Summary**

The person will love basketball, can write and can manage social media accounts inside out. This is a fulltime position based in Wellington.

Your primary role during the season will be to cover the Sal's NBL. You'll be writing game reports, helping with media releases, and managing our social media accounts with highlights, write-ups, interviews, working with the teams, images and more. During this 15 week season, you will be working unusual hours following the games, working with the livestream company, creating content and getting the results out to the media and fans. You'll also be helping to promote the Sal's NBL and the games. This time will be covered by time in lieu and flexible hours during the season.

As the driving force behind the NZNBL.basketball website and social media account especially. You'll ensure that it is constantly up to date and is the go-to source for Sal's NBL news.

At other times you might be helping with our events. Basketball New Zealand runs tournaments, camps and functions throughout the year – you will be there to help spread the word, make them look good and hype them up.

You'll proactively tell stories and supply them to media. Help create, write and send a quarterly newsletter, help with the Annual Report and occasionally work with sponsors.

Social Media will be your bread and butter. We want to build fan engagement, keep people up to date with where basketball is at and celebrate our successes online.

### **The role will include:**

- Writing media releases and game reports.
- Monitoring and posting on BBNZ social media channels.

- Creating content and helping to administer the Basketball New Zealand and NZNBL websites.
- Marketing, including assisting with and coordinating the production of campaign materials.
- Assisting in the coordination and promotion of events and campaigns.
- Constructing and editing EDMs.
- Helping to monitor and report on analytics including web traffic and social media.
- Carrying out administrative tasks.
- Positively representing Basketball New Zealand to internal and external stakeholders.

**Your team:**

- BBNZ is a small team and at times our projects need 'all hands to the pump', which means you will be self-motivated and eagerly pitch-in to help.
- This role reports to the Communications Manager, but you will work closely with the 3x3 Manager and the General Manager of the NZNBL, and the rest of the team at Basketball NZ.

**Experience and qualifications:**

Ideally you will have a marketing and communications or media qualification, or previous experience in these areas. You might be one to three years into your current role.

**Key Skills:**

- Writing and editing.
- Proficient with social media including Facebook, Instagram, and Twitter.
- Knowledge of basketball.
- Good knowledge of Microsoft Office, Word, Excel, Outlook, PowerPoint.
- Ability to work in a small high-performing team.
- Strong time management skills.
- Ability to work well under pressure.
- Pleasant, friendly and engaging.
- Self-motivated and great work ethic

**Additional useful skills:**

- Design skills including knowledge of Adobe Photoshop and Adobe InDesign.
- Knowledge of Hootsuite.
- Experience in PR, journalism or social media (not essential but an advantage).
- Knowledge of SEO and Google Analytics.
- Knowledge of Googles Ads.
- Presentation skills.

If you want to be part of basketball leadership in New Zealand we want to hear from you.

**Application:**

To apply send your CV and a cover letter on why you are a great fit for this role. Applications close Monday 18 February 2019. Applications and further enquiries can be emailed to [jobs@nz.basketball](mailto:jobs@nz.basketball).