



July 2024

www.inlinehockeynz.org.nz

Job Description – Communications Manager (Volunteer)

About Inline Hockey New Zealand.

Inline Hockey New Zealand is the governing body for Inline Hockey in New Zealand. It promotes Inline Hockey through inclusive, high-quality programs.

Position Purpose.

The Communications Manager is crucial in advancing Inline Hockey New Zealand's (IHNZ) mission to enhance the sport's visibility and recognition. This role is responsible for elevating IHNZ's profile as the national sport organization (NSO) for inline hockey. The Communications Manager will develop and implement strategies to amplify awareness of IHNZ, its authorized leagues, and its events. By effectively sharing IHNZ's stories and achievements, this role will help position IHNZ as the foremost authority on inline hockey in New Zealand, driving engagement and support for the sport.

This position:

<i>Reports to:</i>	General Manager - Inline Hockey New Zealand
<i>Location:</i>	Remote.
<i>Position Status:</i>	Volunteer. Estimated 5-6 hours per week.
<i>Direct Reports:</i>	N/A
<i>Key Relationships:</i>	General Manager, IHNZ Chair and Board, IHNZ Conference Chairs, IHNZ event organizing committees, Presidents of IHNZ affiliated clubs.

IHNZ is a Child Safe Organisation.

As part of our safeguarding culture, IHNZ is committed to ensuring all staff and volunteers who work with children and young people are safe and appropriate to work with children. All staff and volunteers will be required to be safety checked and Police vetted.

IHNZ recognises all our staff and volunteers are in Positions of Trust. We want children, young people, parents, caregivers and whānau to feel protected and confident that our staff and volunteers have been safely recruited to the highest standard possible.

Our Values.

Inline Hockey New Zealand embodies the following principles and values within our sport:

- Respect
- Equality
- Discipline
- Fairness
- Teamwork

Personal Attributes.

<i>Results oriented, driven and motivated.</i>	You are task oriented, and delivery focused, coupled with an ability to see the bigger picture. You see things through, and you deliver. Your work ethic is on point. You want to make a positive difference.
<i>High attention to detail.</i>	You'll impress the inline hockey community with your perfect grammar, methodical and systematic approach, and superior planning skills.
<i>Ability to work under pressure.</i>	You can manage a multitude of competing deadlines and projects whilst keeping composed in a fast-paced and sometimes sensitive environment (when dealing with serious injuries).
<i>Collaborative approach.</i>	You understand the importance of combining everyone's efforts and expertise to produce benefits greater than those achieved through individuals. You understand when to consult with others internally and are comfortable working with external partners.
<i>Enthusiasm.</i>	You believe in our cause and are excited to share our IHNZ stories. You have a sense of humour!
<i>Exceptional relationship management skills.</i>	You can engage with and foster trust with a wide-cross section of people.
<i>Flexibility.</i>	Flexibility to volunteer (work) outside normal office hours, on weekends, and on public holidays. Flexibility to work across many projects and initiatives.
<i>Strategic and operational thinker.</i>	You can see the bigger picture and can help develop marketing, PR and communications plans as well as the ability to bring them to life and implement them.

Skills and Qualifications.

Required:

- Exceptional communication and people skills - you'll prove yourself a wordsmith, a good listener and a good talker and can connect to a wide range of people.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
- Digital savvy with the ability to create, develop and implement communication strategies for our website (including SEO, uploading content, architecture etc.), social media channels (including Facebook, Instagram, TikTok, and Twitter) and digital channels/ platforms (LinkedIn etc).
- Strong creative skills.
- The ability to write engaging content across all styles and genres, including:
 - media and PR releases,
 - social media posts,
 - website content,
 - promotional material, etc.
- Ability to manage and implement multiple projects and deadlines at the same time.
- Excellent computer skills in all Microsoft Office packages including Word, Excel, Power Point, and Outlook.

Desirable:

- Experience and proven track record in a similar role.
- A degree in Communications, PR and or Marketing.
- The ability to use eSports, Canva, Mail Chimp, Microsoft Forms, Photoshop, InDesign and other similar products would be an advantage.

Key Responsibilities.

Develop and implement IHNZ's media and PR communications strategy in line with our strategic objectives across a range of organisational areas including – Learn2Play (basic inline hockey introductory skills), key IHNZ events, the National Premier League, and commercial & marketing (including fundraising), whilst championing our cause and raising the profile of IHNZ.

<p><i>Digital Media (including social media and our website).</i></p>	<p>Implement strategic and tactical content plans for IHNZ digital and social media platforms including monitoring effectiveness and performance.</p> <p>Create engaging digital content (copy, imagery, video) campaigns which champion IHNZ.</p> <p>Train, support and work with IHNZ volunteers to ensure that social media accounts operate and are aligned with IHNZ policies and plans.</p>
<p><i>Public Relations.</i></p>	<p>Develop and maintain a calendar of promotional activity for the year with possible media angles for distribution across relevant IHNZ communication channels and external media partners.</p> <p>Work with IHNZ staff and affiliated clubs to build a storybank for use across IHNZ communication channels, promotional material and media/ PR releases.</p> <p>Be innovative and proactive in pitching story angles, creating news and publishing stories to champion our cause and raise our profile in a positive light.</p>
<p><i>Media.</i></p>	<p>Develop, write and distribute proactive, strategic and tactical media releases for IHNZ across all areas and for key events throughout the year.</p> <p>Liaise with conferences, clubs, and national team managers to identify and leverage media opportunities.</p> <p>Arrange media interviews, identify key spokespeople and provide full briefings.</p>

	<p>Provide media releases, photography, statistics, IHNZ comment, incident responses and any other information upon request.</p> <p>Develop and maintain effective working relationships with key media, identifying opportunities for meaningful engagement with them which creates profile and awareness of our organisation and its needs.</p>
<i>Other Duties.</i>	Other duties as reasonably requested by the General Manager.