



## Communications Manager POSITION DESCRIPTION

### BACKGROUND

Women in Sport Aotearoa, Ngā Wāhine Hākinakina o Aotearoa (WISPA), exists to transform society through leadership, advocacy and research, with a view to ensuring that all women and girls gain equity of opportunity to participate, compete and build careers in sport and recreation. WISPA works with partners across New Zealand and currently, is also the global delivery agent for the International Working Group (IWG) on Women and Sport Secretariat and Conference 2018 - 2022 in October 2018.

The IWG is the world's largest network dedicated empowering women and girls and advancing sport. Established in May 1994, the IWG developed and remains guardian of the Brighton plus Helsinki 2014 Declaration, which now has 550+ signatories. The IWG is governed by the IWG Global Executive. It advocates for gender equity year-round, working closely with global agencies including the United Nations, UNESCO and the World Health Organisation (WHO). Every four years, it stages the IWG World Conference, the world's largest gathering of experts on gender equity in sport and physical activity, with 1500+ delegates. The next conference will take place in Auckland, New Zealand, 5-8 May 2022.

For more information visit [www.womeninsport.org.nz](http://www.womeninsport.org.nz) and [www.iwgwomenandsport.org](http://www.iwgwomenandsport.org) or search 'Women in Sport Aotearoa' and 'IWG Women & Sport' on Facebook, Twitter, Instagram and LinkedIn.

### POSITION PURPOSE

To deliver a national and international brand and communications programme that fully supports the delivery of the WISPA and IWG Strategic Plans (downloadable from the websites listed above).

### MAIN RESPONSIBILITIES

#### ***Strategy & Leadership (focus: 10%)***

- Work with CEO to develop and execute an annual WISPA/IWG Brand & Communications Plan
- Take organisational accountability for delivering KPIs and reporting in core areas of responsibility
- Contribute to preparation for Board, Steering Committee, Working Group or similar meetings through development/support for agendas and pre-reading (i.e. reports; budgets, etc); wherever requested, present and make recommendations at meetings and support any decision-making
- Provide guidance, support and direction for team members and wider organisation as needed
- Identify and recommend improvements in core areas of responsibility, ie. global and local trends
- Represent WISPA and IWG in external situations, i.e. at sport sector or marketing industry events

#### ***Events (focus: 60%)***

- Lead the delivery of the promotional campaigns around all WISPA and IWG events:
  - Development of overall event and content themes; plus, positioning and key messages
  - Coordination of web event hub(s), including content development and CRM integration
  - Management of promotions via all social media channels; engage with/support audience
  - Design, production and distribution of all digital and printed event promotional materials
  - Develop branding concepts and coordinate production of brand materials, i.e. event signage
  - Management of relationships with media, including delivery of relevant content (i.e. media releases, photos, videos); coordination of attendance and any interviews/content collection



- Working in partnership with the WISPA Events & Project Manager; deliver the following:
  - Creation of speaker/VIP target lists; coordination of invitations and speaker/VIP briefings
  - Liaison with speakers/VIPs to support schedule development and any travel requirements
  - Coordination of speaker/VIP presentations, including slides/video etc and AV management
  - Collation of speaker/VIP and event content for distribution and/or publishing post-event
  - Support CEO, Board and other key stakeholders in preparing speeches; provide event briefs
  - Coordinate development and reporting on any post-event surveys or feedback mechanisms
- Work with key stakeholders, including event partners, suppliers and event promoters to develop shared promotional campaigns and support coordinated content distribution and media activity; support to follow through on agreed tasks and set deadlines. Manage overall approvals process.

**Communications (focus: 30%)**

- Design WISPA/IWG protocols; spokespeople frameworks; and agreed positioning on key topics
- Take ownership of the WISPA and IWG websites; fully develop these according to the content plan for each, including set-up and delivery of the “information hub” planned on both websites
- Coordinate the social media strategy for both WISPA and IWG; coordinate the development, collection and distribution of written, image and video content for all (10 channels in total)
- Develop relationships with key media across New Zealand and internationally; support media to develop stories; support CEO and spokespeople to take part in media opportunities; coordinate the release of key WISPA and IWG announcement and material (ie. launch of new research, etc)
- Identify speaking opportunities nationally and internationally; pitch WISPA/IWG spokespeople and support the development of presentations/speeches; distribution of promotional material
- Manage the overall WISPA and IWG brand appearance and brand assets (i.e. logos, signage, etc), ensuring consistent use across all WISPA and IWG channels, plus any use by agreed third parties
- When requested, provide support to the CEO to support grant applications, sponsorship pitches and fundraising campaigns, in written, photo or video form etc; support accountability/reporting
- Responsibility for coordination the [info@womeninsport.org.nz](mailto:info@womeninsport.org.nz) email box and all related queries

**CORE SKILLS REQUIRED**

• Strategic planning and reporting experience and a proven ability to deliver to deadlines	• Exceptional multi-purpose writing skills and very strong content development experience
• Excellent relationship management skills and an ability to relate to many different people	• Robust website/social media management skills and experience with digital platforms
• A passion for sport; women’s sport; diversity and inclusion; and global relations welcomed	• Strong experience managing media programmes; wide network of contacts

Second language(s) are welcome (particularly Spanish, French, Chinese, Arabic or Te Reo Māori).

**APPLICATIONS:** This role is planned as a flexible 3-4 day per week contract role initially running to 31 December 2021. Send a CV and cover letter to [grant.fraser@sportnz.org.nz](mailto:grant.fraser@sportnz.org.nz) by Friday 24 May 2019.