

Position Description

Job title:	Communications & Marketing Assistant
Location:	Auckland Region (based either at AUT Millennium Institute of Sport – Rosedale or Sport Central, Mt Eden)
Reports to:	Communications & Marketing Manager

Aktive's Vision, Mission & Strategic Priorities:

- **Vision:** Auckland – the world's most active city
- **Mission:** To collaborate, set direction and provide regional leadership for our sport and recreation communities
- **Strategic Priorities:**
 - More Aucklanders More Active
 - Stakeholder Alignment & Sector Development
 - Spaces & Places

Aktive's Values:

- **Gutsy:** we make transparent, bold decisions in pursuit of our vision for Auckland
 - **Team Up:** we succeed by trusting each other and playing to our distinctive strengths
 - **Go Hard:** we work with intensity, urgency and vigour
 - **Relentless:** we have the passion and perseverance to achieve our goals
 - **Play it Straight:** we deal with the facts, focus on solutions and treat everyone fairly and with integrity
-

Job Purpose:

The key purpose of the Communications & Marketing Assistant role is to:

1. **Support the Communications & Marketing Manager** to deliver the communications and marketing strategy and plan.
2. **Manage and advance our web and digital/social media presence** to further raise the profile and awareness of the work performed by Aktive and its delivery partners with key stakeholders, and the public.
3. **Articulate and convey the story** of the work being undertaken by Aktive and its delivery partners across Auckland to drive brand awareness and understanding.

Accountabilities:

COMMUNICATIONS & MARKETING

- Engage and work with the Aktive team regarding communications and marketing activities and opportunities

WEB & DIGITAL/SOCIAL MEDIA

Website

- Manage and maintain the Aktive website, including engaging with providers as required
- Ensure regular and timely content planning, updating, promotion and management of the Aktive website including writing and sourcing content

Digital/Social Media

- Digital project resource providing additional digital and database support as required
- Assist in developing and driving Aktive's social media plan and related activities
- Support social media campaigns for our various programmes and projects

ARTICULATE OUR STORY

Develop Content

- Generate story ideas and write content for the website and all Aktive communications and publications (including online and annual report)
- Assist with development, design, approval, production, and distribution of all Aktive communications and publications (including online and annual report)
- Actively build a library of images and video content, ensuring Aktive owns the copyright

Media

- Manage and coordinate the selected media monitoring platform for Aktive and the four RSTs/partners, including compilation and distribution of all reports and updates
- Assist with writing, editing and distributing media releases as required

OPERATIONAL/PROCEDURAL

Marketing, Communication & Promotional Materials

- Effectively coordinate the development, design, approval, production, and distribution of marketing and communication materials (including the annual report)
- Be accountable for delivering agreed aspects of the annual communications plan

Branding

- Champion the organisation brand identity across all developed materials by ensuring that the Aktive brand standards and templates are implemented and maintained in all mediums, upholding brand and trademark standards and consistency in all projects.
- Develop and manage brand templates as required
- Coordinate creative design support for Auckland RSTs/partners as required

Stakeholder Review

- Assist with management and coordination of the database and distribution of the SPORT NZ Stakeholder Survey, working in conjunction with the Insights Manager

REPORTING

- Compile tracking and reporting statistics on agreed key performance indicators for the website, social media, media and digital communications on a regular basis
- Use this information to help inform Aktive's communications and marketing strategy, with a focus on social media

Key Relationships:

- Aktive team
- Local Regional Sports Trusts/Partners
- Graphic designer
- Website provider/s
- Sponsors and partners
- Sport NZ
- Media

Experience & Knowledge:

Required

- University degree in marketing or communications, or related field
- Excellent written and verbal communication skills
- Strong knowledge of social media marketing including working knowledge of Facebook, Twitter, LinkedIn, Instagram etc.
- Experience in web design, applications, content management, and Google Analytics with basic knowledge of HTML
- Digitally savvy, including experience with video content
- Experience with writing media releases, copywriting and/or PR
- Experience with email marketing tools
- Excellent project management and organisational skills
- Strong skills working in Microsoft Office e.g. Word, Outlook, Excel, Power Point

Desirable

- Experience with Photoshop & Illustrator and Canva
- Experience with Survey Monkey
- Experience with Dynamics CRM
- Comfortable with web-based project management tools and collaboration technologies

Attributes

- Ability to prioritise, balance multiple projects simultaneously and adhere to deadlines
- Strong attention to detail and follow-through on assigned tasks
- Results driven, proactive and able to work autonomously, as well as interact closely as a team player
- Ability to work in a fast-paced environment
- Flexible, change embracing in rapidly evolving work and market environment
- Ability to relate to and work with a wide variety of stakeholders.